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Motivating Factors Influencing Spectator Attendance At Professional Soccer Events in Brazil

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The University of Southern Mississippi

MOTIVATING FACTORS INFLUENCING SPECTATOR ATTENDANCE AT
PROFESSIONAL SOCCER EVENTS IN BRAZIL

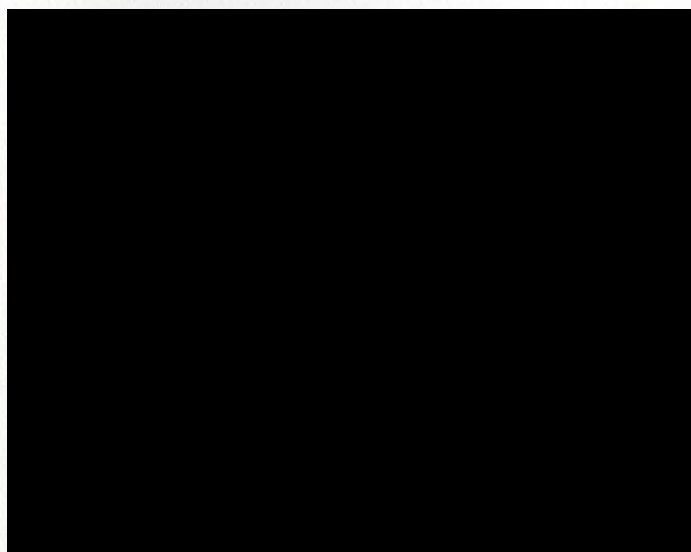
by

Rafael Andreis

A Thesis

Submitted to the Graduate School
of The University of Southern Mississippi
in Partial Fulfillment of the Requirements
for the Degree of Master of Science

Approved:



/ Dean of the Graduate School

December 2011

ABSTRACT

MOTIVATING FACTORS INFLUENCING SPECTATOR ATTENDANCE AT PROFESSIONAL SOCCER EVENTS IN BRAZIL

by Rafael Andreis

December 2011

In Brazil, soccer is regarded so highly that Brazilians often refer to their country as *o pais do futebol*, or the country of football (“Natal Brazil”, 2006). Brazil national soccer teams won five of the nineteen World Cup tournaments, a record that is so far unmatched by any other country. Brazil boasts 102 million soccer fans who attend games in the country’s 300 soccer stadiums, which, combined, have more than five million seats (Helal et al., 2006; Fifa.com, 2010). However, while the importance of soccer in Brazil is unquestionable, the monetization of professional soccer in Brazil is currently far from optimal, especially in comparison to other countries (Leoncini & Silva, 2005). While the value of the world soccer industry has been estimated to be around \$250 billion USD, the Brazilian soccer industry captures only \$3.2 billion USD, or less than 2% (Helal et al., 2006).

With that in mind, the purpose of this study is investigating the motivating factors that influence spectator attendance at professional soccer events in Brazil. Differences were analyzed in the sport spectator profiles of attendees at both leagues, the interaction between fans’ sport spectator profile and the factors motivating attendance at both leagues, the self-reported motivating factors of sport spectators attending both leagues, and the self-reported Stadium Improvements that are most desired by sport spectators attending professional soccer events in Brazil.

Participants in this study consisted of Brazilian soccer fans who attend the six professional soccer games from major and minor soccer league scheduled to take place near the end of the annual Brazilian soccer season, during November, 2010, in the city of *Florianopolis* in *Santa Catarina*, Brazil.

In conclusion, seven motivating factors were shown to be positively related to game attendance: Aesthetics, Social Interaction, the Physical Skill of the players, Vicarious Achievement, Acquisition of Knowledge, Escape, and Drama. On the other hand, Brazilians' self-reported responses indicate that Team Identification is highly correlated with spectators' decision to attend games.

It is hoped that these findings will find some application, especially in light of the upcoming 2014 World Cup, to be hosted by Brazil.

DEDICATION

I wish to dedicate this project to all the people that believe in me: my family, my coworkers, the *Universidade do Sul de Santa Catarina, Unisul, Brasil* and The University of Southern Mississippi, Department of Human Performance and Recreation, USA.

Without these motivating factors, I would never have achieved this happiness.

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I would like to express my deepest appreciation to Dr. Vanessa Francalacci of *Unisul, Brasil* and to Dr. Daniel Drane, of USM.

It was Dr. Francalacci, from *Unisul*, who gave me the opportunity to come pursue a dream, and who has supported and provided for me as I studied.

Dr. Drane, from USM, has believed in me and has always been there to help me when I needed guidance or assistance.

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I can say with complete certainty, the three of you have made the difference in my life.

I would also like to express my appreciation to others who have helped me and provided support. Ms. Jewel Adams and Ms. Jacqueline Sims, thanks for understanding me when I needed you.

Last, but by no means least, I would like to thank Dr. Dennis Phillips and Dr. Michael Carroll, who were my first professors at USM. Since I began here, they have watched over me and helped me many times, in many ways.

Without all of your support I could not be here.

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CHAPTER I

INTRODUCTION

In 1894, Charles Miller, England's ambassador to Brazil, introduced the Brazilians to the sport known as football, or soccer (Helal, Soares & Salles, 2006). Since that time Brazilians have had a special connection to the game. Currently, with five World Cup trophies and a reputation for producing some of the best soccer players in the world, Brazil is known internationally as a country devoted to soccer. Backed by this reputation, 2,000 Brazilians play abroad in professional teams around the world and on the national teams of different countries (Helal et al., 2006).

On the national level Brazil's participation in soccer is even more impressive. *Brazil* has nearly 500 professional men's soccer teams, with each team playing an average of 90 games per year (Plano de Modernização do Futebol Brasileiro, 2000). Outside of professional games, approximately 30 million Brazilians play soccer informally, or as part of Brazil's 1,300 amateur teams (Helal et al., 2006). In terms of business interests, Brazil has 102 million soccer fans, and 308 soccer stadiums, which, combined, have more than five million seats (Helal et al., 2006).

Even though soccer holds an important place in the culture of Brazil, very little of Brazil's potential soccer revenue is being actualized. In fact, Brazil currently generates less than 2% of the total annual revenue generated by soccer worldwide. While the world soccer industry is worth approximately \$250 billion USD, Brazilian soccer can claim only \$3.2 billion USD (Helal et al., 2006).

Professional soccer in the United States, the Major League, was founded in 1996, making it only 14 years old (Major League Soccer, 2010), while professional soccer in Brazil, *Serie A*, was founded in 1971, making it almost 40 years old (Helal et al., 2006). However, despite the fact that soccer has had more than twice as much

time to develop in Brazil, the average attendance at Brazilian professional games, at 17,807 in 2009 (Confederacao Brasileira de Futebol, 2010), is nearly identical to the average attendance at professional games in the United States, 16,040 in 2009 (Major League Soccer, 2010). These numbers are even more disappointing considering that soccer has traditionally been disparaged as an un-American sport in the United States (Cwerenz, 2010), but is the national sport of Brazil (Helal et al., 2006). Additionally, average Brazilian attendance lags far behind that of European countries, such as Britain (34,215 in 2009) and Germany (41,802 in 2009) where soccer is, if not the national sport, still tremendously popular (Bundesliga, 2010; The Football Association Premier League, 2010).

Statement of the Problem

Soccer in Brazil represents great financial potential, but is currently being poorly managed and poorly monetized, especially in comparison to Brazil's population (~193 million), which is two-thirds that of the United States (~310 million), more than double the population of Germany (~81 million), and three times the population of the England (~61 million) (European Commission, 2010; Instituto Brasileiro de Geografia e Estatistica, 2010; Office for National Statistics, 2011; United States Census Bureau, 2010). More than half (102 million) of Brazilians identify themselves as soccer fans (Helal et al., 2006). However, even with Brazil's numerous professional teams playing a great number of professional games, and considering Brazil's extremely large fan base, ticket sales to professional games are the currently the lowest income stream for Brazilian soccer clubs (Leoncini & Silva, 2005).

With Brazil's extremely large base of highly enthusiastic fans, and considering both the importance of soccer in Brazilian culture and the frequency of professional

games in Brazil, revenue from ticket sales should be extremely high for Brazilian teams individually and the Brazilian soccer industry as a whole. However, this is currently far from the case. This is the problem that this research addresses.

Purpose of the Study

Despite the importance of soccer in Brazilian culture, little research has been published on the topic so far; and in particular, very few studies utilize an approach that views soccer as a business (Leoncini & Silva, 2005). With that in mind, the first portion of this research is quantitative, and investigates the factors motivating fan attendance at major and minor league soccer games in Brazil. An extensive body of research has been performed in countries around the world to investigate the factors motivating spectator attendance (Fink, Trail, Anderson, 2002; Funk, Mahony, Nakazawa, & Hirakawa, 2001; James & Ridinger, 2002; James & Ross, 2004; Kahle, Kambara & Rose, 1996; Kim, Greenwell, Andrew, Lee, Mahony, 2008; Lough & Kim, 2004; Mahony, Nakazawa, Funk, James & Gladden, 2002; Milne & McDonal, 1999; Paese & Zhang, 2001; Robinson & Trail, 2005; Trail, Fink & Anderson, 2003; Trail & James, 2001; Zhang, Pease, Lam, Bellerive, Pham, Williamson, Lee, Wall, 2001; Wann, 1995; Woo, Trail, Kwon & Anderson, 2009;); however, no research has investigated the motivating factors influencing attendance at soccer events in Brazil.

This research utilizes a quantitative survey instrument, the Motivation Scale for Sport Consumption (MSSC) (Appendix A), originally established by Trail and James (2001), and recently updated by Kim and Trail (2010), comprised of ten factors (Vicarious Achievement, Aesthetics, Drama, Escape, Acquisition of Knowledge, Physical Skills of the Athletes, Social Interaction, Physical Attractiveness, Enjoyment of Aggression, and Novelty), with nine sections containing three items, and one section containing four items, for a subtotal of 31 questions. Added to this are three

additional questions, investigating an additional factor (Entertainment Value), which has been adopted from the Sport Interest Inventory (SII) (Funk et al., 2001).

The survey instrument also contains a demographics section containing six questions and three open-ended response questions. This enables an examination of the composition of the fan population attending the Major League (*Serie A*) and Minor League (*Serie B*) soccer games in Brazil, as well as a comparison of the factors mediating attendance for different groups within the population. The open ended questions allow a comparison of the quantitative findings to emergent factors within the collected qualitative responses.

It is expected that the results of this research will help managers and marketers increase ticket sales and stadium attendance at professional soccer games in Brazil, and elsewhere wherever the lessons are applicable. For the Brazilian soccer industry, this is particularly vital in light of the upcoming 2014 world cup, which Brazil will host. Higher ticket sales and attendance at games will help motivate and promote investment in the Brazilian soccer industry, which would be beneficial to the leagues, the investors, the players, and the entire Brazilian economy.

Research Questions

The specific research questions explored in this study are as follows:

1. What motivating factors affect sport spectator attendance at Major League (Série A) and Minor League (Série B) professional soccer events in Brazil?
2. Are there differences in the sport spectator profiles of attendees at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

3. Is there an interaction between fans' sport spectator profile and the factors motivating attendance at Major League (Série A) and Minor League (Série B) professional soccer events in Brazil?
4. What are the self-reported motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?
5. What Stadium Improvements are most desired by sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

Definitions of Terms

1. Major League: Throughout the world professional soccer leagues exist. Sometimes they are organized within one country. Sometimes a professional soccer league will exist between several countries on a continent. The division and organization of professional soccer leagues differs, sometimes to a large extent. For the purposes of this study, major league refers to the highest ranked and most popular professional soccer league in each country. In Brazil the major league is known as *Campeonato Brasileiro Serie A [Serie A]*; in the United States, the major league is known as Major League Soccer [MLS].
2. Minor League: While the organization of professional soccer differs in every country or continent, there is generally a major league, and then one or more lesser leagues. This study, in investigating the monetization of professional soccer, limits the scope of its examination to the two highest rated leagues. Therefore, for the purposes of this study, minor league refers to the second most popular professional soccer league. In Brazil, the minor league is known as *Campeonato Brasileiro Serie B [Serie B]* whereas in the United States, the

minor league is known as the United Soccer Leagues: First Division [USL First Division]. For readers who are not native to Brazil, the research team would like to point out that, in Brazil, there are two more professional leagues ranked below the “minor” league, [*Serie B*], which participates in the same league system and tournament. These two leagues are, respectively, *Serie C* and *Serie D*.

3. Sport fan - A person who is enthusiastic about a particular sport or who supports his or her favorite sport either emotionally or financially.
4. Sport fan motivation - The psychological inducement that could lead sport fans to be involved in various sport consumption behaviors (Wann, 1995).

Limitations

This study faces a number of limitations:

- First, prior to this study, no specific research has been done in Brazil to investigate the unique factors affecting sport consumption overall, or those specifically affecting professional soccer. Thus, this study is exploratory. Because the motivating factors most significant to the fans of a sport can vary wildly dependent on culture and other factors, there is no guarantee that the motivating factors specifically utilized by this study are the most appropriate for Brazilian soccer fans. However, it is hoped that this study will help to reveal the motivating factors which might be most to relevant to soccer in Brazil.
- Data was collected from two teams in the same city, Florianopolis, in the southern region of Brazil. To make the results of this study more widely generalizable, a larger sample drawing from more diverse populations and regions of Brazil will be necessary.

- Because this research was being conducted by a Master's student, studying abroad, the period of time utilized for data analysis was less than optimal. All data was collected from only six games, all in the same month, November, during the final matches of the Brazilian soccer season. Future research should collect samples over a larger period of time, as well as from cities in more diverse regions of Brazil.
- The instrument, MSSC, originally conceived and designed for another language and culture. For this reason, it may not be a perfect match , or fit, for the sample population of spectators at Major League [*Serie A*] and Minor League [*Serie B*] games in Brazil.
- This study only queried soccer fans who attended the events. To truly understand the factors motivating attendance at soccer games in Brazil, a study methodology that queries fans who do not attend games will also be necessary.

Delimitations

The delimitations of this study were as follows:

- Quantitative study participants were delimited to spectators attending three major league (*Serie A*) soccer game, and three minor league (*Serie B*) soccer games in one city in southern Brazil.
- The measure of spectator motivations was delimited to a survey methodology using a single instrument, the MSSC.

Assumptions

For the purposes of this study:

1. It was assumed that the information obtained from professional major league websites in Brazil, the United States, was accurate regarding yearly average attendance at professional major league games.
2. It was assumed that the information obtained from professional news and journalistic sources was accurate regarding fan spectatorship of major games on various television networks.
3. It was assumed that all respondents answered truthfully when filling out the MSSC survey instrument.

Justification of Study

In Brazil, soccer is regarded so highly that Brazilians often refer to their country as *o país do futebol*, or the country of football ("Natal Brazil", 2006). This name is easy to understand when one considers the scale of soccer in Brazil. The professional soccer industry in Brazil contains four men's leagues (*Serie A*, *Serie B*, *Serie C*, and *Serie D*), which combined have nearly 500 teams, each of which plays an average of 90 games per year (Plano de Modernização do Futebol Brasileiro, 2000). Additionally, Brazil boasts 102 million soccer fans, who attend games in the country's 300 soccer stadiums, which, combined, have more than five million seats (Helal et al., 2006).

Soccer in Brazil is so important that all business stops throughout the nation, whenever Brazil plays in a world cup match (Journal Minuano, 2010). Brazil's national fervor for soccer is reflected in the history of the World Cup, which has been organized every four years since 1930 by the *Fédération Internationale de Football Association* (FIFA) (Fifa.com, 2010). Not only has the Brazilian national soccer team always qualified for the World Cup, they have been one of the favorite teams

expected to win, and they have in fact won five of the nineteen World Cup tournaments, a record that is so far unmatched by any other country (Fifa.com, 2010).

While the importance of soccer in Brazil is unquestionable, the monetization of professional soccer in Brazil is currently far from optimal, especially in comparison to other countries (Leoncini & Silva, 2005). While the value of the world soccer industry has been estimated to be around \$250 billion USD, Brazilian soccer industry captures only \$3.2 billion USD, or less than 2% (Helal et al., 2006).

This disparity becomes clearer when examining the individual performances of Brazil's professional soccer teams. In terms of fans, the two most popular teams in Brazil are the Flamengo club (25.6 million fans in 2006) and the Corinthians club (17.4 million fans in 2006) (Helal et al., 2006). According to Leoncini and Silva (2005), the average fan in England spends \$20 dollars per year on their team. With this number, optimal values, in comparison to England, can be calculated for each Brazilian team. However, this optimal profit has never been approached by any professional team from Brazil. For example, in 2002, in comparison to the \$20-per-fan average profit of professional soccer teams in England, Flamengo achieved only 4.6% of its potential profit (with an income of \$23 million USD), while Corinthians actualized only 1.8% of their potential profit (with an income of \$6 million USD) (Leoncini & Silva, 2005). Additionally, in 2002, the nine most popular teams in Brazil were 851.1 million reais in debt (more than \$200 million USD); considering inflation and current exchange rates, this translates to around \$500 million USD of debt.

A large part of this failure to capitalize on Brazilian soccer can be attributed to poor attendance at professional soccer games in Brazil. To understand this, it is useful to compare the performance of Brazilian professional soccer teams, in terms of

percentages of fans attending professional games, to the performance of professional soccer teams in other countries. Consider the two most popular teams in Brazil, Flamengo and Corinthians, in comparison to the two most popular teams in England, Manchester United and Arsenal (see Table 1). Manchester United, the most popular professional soccer team in England, has around 5 million fans. In the 2007-2008 season, the average attendance at Manchester United games was over 75,000 fans per game. In comparison, while Flamengo, the most popular team in Brazil, has an incredible 25 million total fans, in the 2007 season average attendance at Flamengo games was only 39,000 fans per game. A similar disparity in overall fan base and average game attendance can be seen between the second most popular teams in Great Britain and Brazil.

Table 1

Comparison: Number of Fans, Average Attendance Per Game, and Seasonal Profit for the Most Popular Professional Teams in Brazil and England in 2007

Team	Manchester United	Flamengo	Arsenal	Corinthians
Popularity	Most Popular	Most Popular	2nd Most Popular	2nd Most Popular
Country	England	Brazil	England	Brazil
Season	2007/2008	2007	2007/2008	2007
Fans	5 Million Total Fans	25 Million Total Fans	3 Million Total Fans	17 Million Total Fans
Average Attendance: Fans Per Game	75,691	39,221	60,070	19,978
Season Profit: EUROS (€)	€ 315 Million		€ 117 Million	
Season Profit: REAIS (R\$)	R\$ 819 Million	R\$ 89.499 Million	R\$ 460 Million	R\$ 134.6 Million

Table 1 (continued).

Team	Manchester United	Flamengo	Arsenal	Corinthians
Season Profit: DOLLARS (US\$)	US\$ 430 Million	US\$ 47 Million	US\$ 242 Million	US\$ 70 Million

Note. 2007 Exchange Rates: 1 Euro (€) = 2.60 REAIS (R\$); 1 Dollar (\$) = 1.90 REAIS (R\$)

Note. Leoncini & Silva, 2005; Helal et al., 2006; Fifa.com, 2010; Futebolfinance.com, 2009; Globoesporte.com, 2009.

Not only is professional soccer in Brazil failing to match fan attendance rates of other countries, such as England, the profit of Brazilian soccer clubs is equally far behind, especially considering Brazilian teams' much larger fan populations. In 2007, Brazil's most popular team, Flamengo, with 25 million fans, made \$47 million USD, in comparison to the \$430 million USD earned by England's Manchester United, drawing on only 5 million total fans (Table 1).

Similarly, as can be seen in Table 2, Brazil's Major League (*Serie A*) and Minor League (*Serie B*) are far behind many of the professional soccer leagues of the world in terms of average game attendance. This is especially unfortunate considering the great number of fans claimed by Brazilian soccer teams and the significant popularity of soccer in Brazilian culture.

Table 2

World Professional Soccer Leagues with the Highest Average Attendance from 2007 to 2010

League Level	League Name	Country	Season	Average Attendance
Major	Bundesleague	Germany	2009/2010	41,802
Major	Premier League	England	2008/2009	35,599
Major	La Liga	Spain	2009/2010	28,286

Table 2 (continued).

League Level	League Name	Country	Season	Average Attendance
Major	Primera Division de Mexico	Mexico	2006/2007	25,379
Major	Serie A	Italy	2009/2010	24,957
Major	Primera Division Argentina	Argentina	2008	20,886
Major	Ligue 1	France	2009/2010	20,089
Major	Eredivisie	Netherlands	2008/2009	19,827
Major	Japan League 1	Japan	2009	19,126
Minor	Football League Championship	England	2008/2009	17,891
Major	Campeonato Brasileiro Serie A	Brazil	2009	17,601
Major	Major League Soccer	United States / Canada	2009	16,037
Minor	Bundesliga 2	Germany	2008/2009	15,550
Major	Portuguese Liga	Portugal	2008/2009	10,390
Minor	Ligue 2	France	2008/2009	8,599
Minor	Segunda Division	Spain	2007/2008	8,112
Minor	Campeonato Brasileiro Serie B	Brazil	2007	7,219
Minor	Japan League 2	Japan	2008	7,072

Note. (Bundesliga, 2010; Fifa.com, 2010; Futebolfinance.com, 2009; Premier League, 2010; Confederacao Brasileira de Futebol, 2010; Bigsoccer.com, 2010).

Over the past two decades sport research and literature has begun to explore the factors motivating the consumption of spectator sports (Mahony et al., 2002; Trail & James, 2001). A number of sport researchers have made notable contributions to the exploration of factors influencing fan attendance at sporting events. These include:

- Wann's (1995) Sport Fan Motivation Scale (SFMS)
- Kahle et al.'s, (1996) Fan Attendance Motivation (FAM) scale
- Milne and McDonald's (1999) Motivation of the Sport Consumer (MSC)

- Trail & James (2001), the Motivation Scale for Sport Consumption. Analyzing the three previous sports fan motivation scales (Kahle et al., 1996; Milne & McDonald, 1999; Wann, 1995), Trail and James developed the MSSC, which maintained content validity similar to the previous instruments but demonstrated improved psychometric properties and increased accuracy and reliability.
- Funk et al. (2001) analyzed the motivating factors that influence spectator interest at the 1999 FIFA Women's World Cup (WWC), development the Sports Interest Inventory (SII), examining fourteen factors.
- Funk, Ridinger, and Moorman (2003b) analyzed how motivation can be describe as individual difference factors among sport consumers, using the Sport Interest Inventory (SII). In this study, Funk et al. (2003b) purpose to confirm and extend the SII, augmenting to 42 items measuring plus four additional factors of 14 original factors.
- James and Ridinger (2002) used eight of nine factors from the MSSC and two additional factors developed by the authors in order to assess reasons for being a fan of a specific sport team. Trail et al. (2003), in order to present a theoretical model that proposed explanatory and predictive relationships among fan/spectator motive and behavior variables, created a specific scale for this study using the MSSC that was slightly modified to improve on previous inadequacies. Again, the MSSC showed good construct validity and reliability.
- Robinson and Trail (2005) investigated the relationship among gender, type of sports, motive, and points of attachment to a team for spectators of selected intercollegiate sports. For this analysis the Motivation Scale for Sport

Consumption (MSSC) and The Point of Attachment Index (PAI) were comprised. According to Robinson and Trail (2005), the MSSC Shown good internal consistency with a sample of Division I-A attendees.

- Kim et al. (2008) examined costumers of an emerging spectator sport, Mixed Martial Arts (MMA). They developed a scale based on 10 motives that were identified based on previous research (Funk et al., 2001; Trail & James, 2001; Wann, 1995) and a panel of experts analyzed the possible items to measure the ten factors.
- Woo et al. (2009) examined four different models that explain the relationships among motives and points of attachment and determine a model that explains the most variance in the referent variables. They used seven motives from the MSSC, and seven points of Points of Attachment Index (PAI).
- Kim and Trail (2010) focused on developing a model to explain relationships among constraints, motivators, and attendance, and to empirically test the proposed model within the spectator-sport context. After tests, the new MSSC instrument (Kim & Trail, 2010) presented improved psychometric properties, compared to the previous version (Trail & James, 2001).

According to Leoncini and Silva (2005), very little research has been conducted on the subject of factors influencing sport attendance in Brazil.

Furthermore, research investigating sport management in Brazil from a business perspective is rare, with most existing soccer research in Brazil focusing on physiological studies of professional athletes. With that in mind, this current study will be useful to sports researchers by providing a picture of the factors motivating attendance in Brazil, which is currently a market which is being very poorly

monetized. An increased understanding of the factors particularly affecting Brazilian soccer fans' decision to attend games will allow, of course, for increased profit from games. This, in turn, will allow for improved facilities, with greater ability to offer luxury services, which will again up profitability. Increased team revenue will additionally allow Brazilian soccer clubs to recruit more talented players and to field more competitive teams. This will allow for a more appealing product, in terms of the games and the tournaments. It is hoped that, in addition to being of use to sport researchers in other countries, this study will help the Brazilian professional soccer industry improve its efficiency and overall quality and profitability.

CHAPTER II

LITERATURE REVIEW

In a recent examination, Brazil holds 300 soccer stadiums, which together contain more than five million seats, and which serve 102 million soccer fans (Helal et al., 2006). Professional soccer in Brazil, which contains four men's leagues (*Serie A*, *Serie B*, *Serie C*, and *Serie D*), has almost 500 teams, each of which plays around 90 games per year (Plano de Modernização do Futebol Brasileiro, 2000). With these numbers, it is easy to see that soccer is important in Brazilian society. In fact, sports in general are important in Brazilian culture. In addition to soccer, which is known in Brazil as *futebol*, Brazilians play volleyball, basketball, handball, and *futsal* (a variant of indoor soccer), as league-oriented team sports. Furthermore, Brazil is famous as the origin of two distinct martial arts, Brazilian *Jui-Jitsu* and *Capoeira*.

This study investigates the situation of professional soccer in Brazil, and particularly the factors motivating fan attendance at professional games. To do this it is important to first understand the culture of sports in Brazil, and the interconnected culture of amateur and professional sports organizations, the government and society, and sport management. This chapter will begin by examining the history and culture of sport management in Brazil. Sections will review the history of soccer in Brazil, as well as in the United States. Following this, theories, breakthroughs, and developments will be discussed for the concepts of motivation, consumption behavior, and international cross-cultural consumption behavior.

Sport Organization and Sport Management in Brazil

Both on and off the field, Brazilians love to dance. In both *Capoeira* and soccer, Brazilians praise athletes who integrate flashy, complex, and deceptive movements into their playing style. Around the world Brazilian soccer players are

known for their footwork, which is complex, flamboyant, and deliberately confusing for opponents and onlookers. For those studying soccer and sport in Brazil, it is important to understand that there is indeed a national playing "style" for games in Brazil, which has nothing to do with the rules of games, and everything to do with both individuality and national cultural identity.

Sports in Brazil, and soccer in particular, are intrinsically connected to national identity. During the 20th century, both the Brazilian military and the Brazilian government have shaped and influenced the organization of sports in Brazil. According to Nolasco, Bitencourt, Paoli, Gomes and Castro (2006), sport management in Brazil started with the organization of the Brazilian YMCA (Young Men's' Christian Organization), which had its first national meeting in 1906. By 1920, the Brazilian military was actively linked to the management of sports facilities and the organization of sport competitions (Nolasco et al., 2006).

This involvement continued through the 1930s and 1940s, as the military published manuals directing the organization of sport competitions and the maintenance of sport facilities (Nolasco et al., 2006). Eventually, the national interest in organized sports prompted the government to become even more involved. According to Alves and Pieranti (2007), the great beginning organized sports in Brazil came in 1937 when the Ministry of Education created the Division of Physical Education (*a Divisao da Educacao Fisica* [DEF]).

In 1941, the government made its interests in sports even more concrete by passing Decree Law N. 3.199/41, which was known as a "may not" law because it explicitly forbid any act contrary to the interests of the government (Castro, 2002, n.p.). Law N. 3.199/41 also created the National Sports Council (*o Conselho Nacional de Esportes* [CND]) (Nolasco et al., 2006). According to Alves and Pieranti (2007),

by passing Law 3.199/41, the Brazilian government both guaranteed the survival of national sport organizations, and simultaneously secured government power or influence over sport practices, organizations, clubs, federations, confederations, and competitions.

After Law 3.199/41 came into effect, sport management was kept under government supervision. Since the 1940s, presidents and other political leaders in Brazil utilized sport events such as soccer matches, which attracted large numbers of spectators, as convenient venues for political speeches; additionally, the Brazilian government utilized the success of Brazil's teams as a symbol of government efficacy (Alves & Pieranti, 2007). The soccer world championship, known as the FIFA World Cup, is held every four years, in a different country, by the International Federation of Football Associations (*Fédération Internationale de Football Association* [FIFA]) (Goff, 2007). One notable example of the Brazilian government utilizing sporting events came in 1970, when the government used the success of Brazil's team, which won the 1970 FIFA World Cup, as an example to illustrate the success of their administration.

In 1975, the Brazilian Government reaffirmed its interest in controlling sports in Brazil with the passage of Law N. 6.251/75, which, like Decree Law N. 3.199/41, before it, was known as a "may not" law in that it served to forbid any act contrary to the interests of the government (Castro, 2002, n.p.). However, the period of state interference and interventionism in sports began to come to an end in 1988 with the passage of the Brazil's Federal Constitution of 1988, known as the Magna Carta, whose Article 217 expressly ruled that the promotion of sports was subject to private, internally organized, entities, and that the freedom of association was a constitutional guarantee (Castro, 2002).

In the 1970s, the Brazilian academic world began to take notice of sport management, leading to the publication of some books focused on physical education and sports in Brazil, as well as the creation of several sport management programs at the graduate level (Nolasco et al., 2006). In 1981, the number of scholars with Master's and Doctorate degrees in Physical Education increased (Valente & Filho, 2006). Following this, during the 1980s and 1990s, Brazilian students who had been studying abroad returned to Brazil with Masters and Doctorates and helped create new Physical Education and Recreation graduate programs in Brazil, which in turn promoted the emergence of new research groups (Valente & Filho, 2006).

In 1985, the *Universidade Gama Filho* (UGF), in Rio de Janeiro, opened Brazil's first Master's program in Physical Education, with the option to major in Sport Management (Universidade Gama Filho, 2010). Today, UGH still offers a Master's degree in Physic Education, as well as a Ph.D. (Universidade Gama Filho, 2010). Currently, according to Nolasco et al. (2006), in the 2003-2004 academic years there were 22 graduate programs in Sport Management offered in universities in Brazil.

After the reforms brought about with the creation of the 1988 Magna Carta, the Brazilian government was no longer as interested in promoting or increasing the importance of sports in Brazil; For this reason, by 1990, private companies and clubs began to sponsor sport competitions (Alves & Pieranti, 2007). From this point on, national competitions were sponsored for the most part by social clubs, which participated in the competitions, and international competitions were sponsored by both the government and private companies (Alves & Pieranti, 2007). A prominent example of this is in Volleyball, where the Brazilian men's team, who are currently

the reigning world champions (in 2002, 2006, and 2010), are sponsored by *o Banco do Brasil* (the Bank of Brazil).

In the 1990s, the government became re-involved in Brazilian sports management due to corruption investigations targeting both government and private influences on Brazilian sport organizations and events (Alves & Piranti, 2007). Two famous laws were passed in this decade in order to end irregularities in Brazilian national sports (Alves & Piranti, 2007). It is notable that both laws are named for famous Brazilian soccer players, each of whom used their prestige and popularity to help get the respective laws passed. The first reform, Law N. 8.672/93, was passed in 1993 with the support of the famous Brazilian *futebol* star, Arthur Antunes Coimbra, commonly called “Zico,” and hence became known as *Zico’ Law*. Law N. 8.672/93 was designed to bring sports, or particularly soccer, in Brazil into the worldwide system of professional sport as a league-based industry with the possibility of corporate clubs (Castro, 2002).

Later, in 1998, a second reform, Law N. 9.615/98 was passed with the support of Edson Arantes do Nascimento, or *Pelé*, and thus came to be known as *Pelé’ Law* (*Ministério do Esporte*, 2010). One primary function of *Pelé’ Law* was to break the monopoly the Brazilian Football Confederation (*a Confederation Brazilian Football [CBF]*) had held over professional soccer by allowing sports clubs to organize into their own leagues, independent of the CBF (*Ministério do Esporte*, 2010). Additionally, *Pelé’ Law* allowed clubs to create for-profit soccer organizations, and required that such organizations conform to existing Brazilian business law (*Ministério do Esporte*, 2010). *Pelé’ Law* also reformed or altered the regulations dealing with many aspects of Brazilian soccer, including disciplinary codes, gambling, arena advertising, and athlete insurance policies (*Ministério do Esporte*,

2010). A critical portion of *Pelé*' Law governs player contracts, the relationship between athletes and clubs, and the allocated respective rights of players and clubs (*Ministério do Esporte*, 2010). Up until now, *Pelé*' Law has been changed and adjusted almost continuously; however, since it is critical to the fledgling soccer industry in Brazil, its details remain very well known (*Ministério do Esporte*, 2010).

The governing and organization of soccer in Brazil has been in flux for the last two decades. According to the current Ministry of Sports (*Ministerio do Esporte*, 2010), starting in 1995, governance of sport in Brazil has been divided, reallocated, and shuffled among differing government organizations such as the Sport Ministry of State Extraordinary (*o Ministerio do Estado Extraordinario do Esporte*), the Secretariat of Sports in the Ministry of Education (*a Secretaria de Desportos do Ministerio da Educacao*), and the National Institute of Sport Development (*o Instituto Nacional de Desenvolvimento do Desporto [INDESP]*).

In 1998, the Ministry of Sport and Tourism (*o Ministerio do Esporte e Turismo*) was created to supervise the earlier government sport organizations, which were reorganized and combined in 2000 into the National Sports Secretariat (*a Secretaria Nacional de Esporte*) (*Ministerio do Esporte*, 2010). In 2003, the Ministry of Sport and Tourism was divided into two separate organizations, leaving the governance of sports in Brazil to the Ministry of Sport (*o Ministerio do Esporte*), which, as of 2010, remains the highest regulating body.

During this period, the profession of physical education was gaining importance in Brazil. According to the Federal Council of Physical Education (*o Conselho Federal de Educacao Fisica*, 2010), in 1998 the president of Brazil ratified Law N. 9.696/98 in order to regulate the field of physical education. Law N. 9.696/98 requires that physical education professionals must be legally registered in Regional

Councils of Physical Education (*Conselhos Regionais de Educacao Fisica*) and that, in order to register, individuals must either have a diploma in Physical Education or prove that they have worked in physical education since 1998 or earlier (Law 9.699, 1998). Between 2000 and 2003, legislation was passed creating the Federal Council of Physical Education (*o Conselho Federal de Educacao Fisica*) to supervise the regional councils and further regulate the profession of sports education (Valente & Filho, 2006).

The Ministry of Sport (O Ministerio do Esporte)

Currently, the Ministry of Sport (*o Ministerio do Esporte*) is responsible for the development of Brazil's National Sport Policy and for the development of sports in Brazil. Prior to the creation of the Ministry of Sport, according to Nolasco et al. (2006), the previous government sport organization, the National Sport Secretariat, deployed a project, named, appropriately, *Gestao Esportiva* (Sport Management) between 1999 and 2000. The objective of the Sport Management project was to train and empower people in order to improve the sport management situation in Brazil. In 1999, 450 participated in the Sport Management program, and in 2000, 1,800 people participated (Nolasco et al., 2006).

Currently, the Ministry of Sport is continuing the process of improving the sport situation in Brazil by adjusting federal sport management policies and by supporting courses of action which provide training and improve facilities (Alves & Piranti, 2007). As a first action to bring about improvements in the sport situation in Brazil, the Ministry of Sport organized the first National Conference of Sport in 2004 (Alves & Piranti, 2007). Approximately 1,200 people, representing cities and states from all over Brazil, met at the 2004 conference to discuss the National Sport Policy (Alves & Piranti, 2007).

The National Sport Policy of Brazil

Since the first conference, two more National Conferences of Sport have been held, one in 2006 and another, the most recent, in 2010 (*Ministerio do Esporte*, 2010). Through these conferences, Brazil's National Sport Policy was developed, elaborating on *Pelé*' Law (Law N. 9.615/98). Currently the Brazilian National Sport Policy, as summarized by *Pelé*' Law (Law N. 9.615/98), categorizes sports in Brazil as:

1. Educational Sports - sport practiced in schools in order to develop the people's citizenship, happiness, and health through leisure activities.
2. Participation Sports – sport practiced by volunteer, unpaid players in order to develop social circles, health, continuing life-long learning, and environmental awareness.
3. Performance Sports – sport practiced, according to *Pelé*' Law (Law N. 9.615/98), by paid or unpaid players, in order to compete in or win professional or international tournaments, and build connections between Brazilians and the people of other Nations (*Ministerio do Esporte*, 2010).

Guided by these classifications, the Ministry of Sport is organized into four secretariats (departments): the Executive Secretariat, the National Educational Sports Secretariat, the National Sport and Recreation Development Secretariat, and the National Performance Sport Secretariat (*Ministerio do Esporte*, 2010). The Executive Secretariat coordinates activities between the other three secretariats, which each plan, execute, study, coordinate, and develop policies for their respective areas (*Ministerio do Esporte*, 2010). In addition to the four initial branches, the Ministry of Sport has created an additional branch, called the Special Department Assisting Soccer (*a Assessorial Especial de Futebol*) in order to improve the organization of

soccer in Brazil in preparation for the 2014 FIFA World Cup, which Brazil will host (*Ministerio do Esporte*, 2010).

Each of the four non-executive branches of the Ministry of Sport has the autonomy to develop programs to facilitate or encourage progress in the areas it oversees. Between them, the four non-executive branches of the Ministry of Sport currently have a total of 18 programs, each designed to facilitate the development of a different aspect of sport in Brazil. Currently, in 2010, the National Educational Sports Secretariat has three large national programs underway. One example is the “Second Time” program, whose objective is make sports culture and practice more democratic and openly-accessible for all children and youth.

The National Sport and Recreation Development Secretariat has six national programs underway. One example is the “City Sport and Leisure Program,” developed in 2003, whose objective is improve social inclusion in Brazil by making access to recreational and leisure sports more open.

The National Performance Sport Secretariat has nine national programs underway. One example is the “Athletic Aid” program, whose objective is to provide support for Olympic and Paralympics athletes who have no sponsor.

The Special Department Assisting Soccer has three projects underway. One example is the “Teammania” (*Timemania*) project, wherein a Lottery runs by the federal government helps finance soccer clubs. Another example is the “Status of Fans” project, which was initiated in 2003, and then repealed in 2010, which implemented stricter rules for sports facilities in order to make them more secure and comfortable for fans.

Professional Soccer in Brazil and the United States

Around the world soccer is played as a team sport in which players control the ball primarily with their feet, wherein all players except the goalies are forbidden from touching the ball with their hands while it is on the field, and in which tripping is a penalty offense. In 1863, the basic rules of soccer were devised and recorded by the newly created Football Association (FA), a sport institution which still exists today and which governs both professional and amateur soccer in England (Helal et al., 2006). After the publication of the first rules, "association" football, or "soccer" became a popular sport played at universities all over Britain, as well as informally by private clubs and workers. In 1885, however, soccer transitioned from being played solely by private, non-profit teams, to having paid professional players and teams (Helal et al., 2006). This move met with a lot of resistance. Since its formalization, Association soccer has spread to countries all over Europe, and through the European colonial expansion, to the rest of the world. The remainder of this section will describe the organization of soccer in Brazil, and in the United States.

Professional Soccer in Brazil

Soccer officially entered Brazil in 1884 when Charles Miller returned to Brazil from England, where he had attended public school. He brought with him two soccer balls (footballs) and a rulebook (Helal et al., 2006). Following his re-arrival in Brazil, Miller organized both Brazil's first soccer club, the São Paulo Athletic Club (SPAC), in 1888, and Brazil's first soccer league, the Liga Paulista, whose first tournament was held in 1904 (Helal et al., 2006).

Since the introduction of soccer to Brazil, its popularity continued to grow, causing recreational soccer clubs to spring into being all across the country and leading, in 1914, to the foundation of the Brazilian Sports Federation (*o Federacao*

Brasileira de Sports) (Helal et al., 2006). In 1916, the Brazilian Sports Federation combined with other Brazilian soccer organizations to form the Brazilian Sports Confederation (*o Confederacao Brasileira de Desporto* [CBD]) (Helal et al., 2006).

However, during the 1930s, the Brazilian Sports Confederation (CBD), which organized national soccer competitions and the Brazilian national soccer team, competed with another organization, the Brazilian Soccer Federation (*o Federacao Brasileira de Futebol*), which organized state soccer competitions, particularly in *Rio de Janeiro* and *Sao Paulo* (Helal et al., 2006; Sarmento, 2006). Additionally, from 1895 to 1932, soccer in Brazil was both amateur and elitist, or discriminatory, since players either came from or had been educated in England, or were the sons of *good families* (Helal et al., 2006).

In 1937, this situation improved, as the Brazilian Sports Confederation officially recognized the Brazilian Soccer Federation (Helal et al., 2006). Following this, in 1939, the Brazilian government passed Law N. 1.056/39 which created the National Sports Commission (*o Comissao Nacional dos Esportes*) in order to regulate and manage sports in Brazil (Sarmento, 2006). In 1958, while Joao Havelange was president of the Brazilian Sports Confederation, Brazil's national team won the FIFA World Cup for the first time; this prompted the Brazilian Sports Confederation to organize more national soccer tournaments, to increase investment in soccer, and to look for more sources of income in order to sustain itself (Sarmento, 2006). In 1959 the Brazilian Sports Confederation organized the first Brazil Trophy (*Taca Brasil*) tournament, in order to let Brazil's winning team represent the country in the South-American Liberators' Cup (*Copa Libertadores*), a continental tournament organized by the South American Football Confederation (*o Confederaçao Sul-Americana de Futebol* [CONMEBOL]), (Sarmento, 2006).

1964 marked the start of the *military era* of Brazilian soccer, which would last for 20 years (Saramento, 2006). By the time of the 1970 FIFA World Cup, the Brazilian Military had taken charge of the Brazilian national team and the army school of physical education trained the players. Since 1970 marked Brazil's third time winning the world championship, Brazilian soccer was becoming more renown internationally (Saramento, 2006). During this period (from 1958 to 1975) João Havelange, a Brazilian sports star and sports manager, served as the president of the Brazilian Sports Confederation (CBF). In 1975, in recognition of Brazil's excellence in soccer, and in recognition of his own excellence in the management and promotion of soccer in Brazil, João Havelange was chosen to be the 7th President of FIFA, a position which he held until 1998 (Sarmento, 2006).

Before the end of the military era of Brazilian soccer, in 1971, the Brazilian Sports Confederation began to organize regular tournaments of the soccer clubs in the Brazilian state (Helal et al., 2006). This tournament, though it was sometimes called by other names (e.g., *a Copa Uniao*, 1987; *a Copa Joao Havelange*, 2000), is known as *o Campeonato Brasileiro* (the Brazilian Tournament), and is still held every year with all the teams in Brazil's professional soccer leagues (Helal et al., 2006).

In 1979, after the exit of João Havelange, the Brazilian Sports Confederation (CBF) was transformed into the Brazilian Soccer Confederation (*o Confederação Brasileira de Futebol* [CBF]), by the passage of Law N. 3.199/79, which was intended to eliminate the policy manipulation that had taken place during the military era (Helal et al., 2006; Sarmento, 2006). The CBF currently organizes both the major and minor professional soccer leagues in Brazil, and manages the national team (Sarmento, 2006).

In 1987, however, after it became apparent that the government still maintained a strong influence on soccer Brazilian soccer results, the National Sports Council (*o Conselho Nacional de Esportes* [CND]), whose authority superseded the CBF, enacted new rules governing the organization of the Brazilian Tournament (Nolasco et al., 2006, Sarmiento, 2006).

In 1989, Ricardo Terra Teixeira was elected president of the CBF; following this, new regulations were enacted for the organization of the Brazilian Tournament, creating a system whereby each year teams would be shuffled between the upper and lower leagues based on their performances (Sarmiento, 2006). Another change was enacted in 1998, when the point-based ranking system for the Brazilian Tournament was improved; however, the new point ranking system was not well received by the Brazilian soccer clubs (Sarmiento, 2006). In 2003 the Brazilian Soccer Confederation, spurred by pressure from the media networks and the soccer clubs, modified the point-based ranking system again, such that the soccer clubs found it more agreeable (Helal et al., 2006; Sarmiento, 2006).

Currently, the national pyramid for men's professional soccer in Brazil is divided into four leagues: *Série A*, *Série B*, *Série C*, and *Série D*, which are interconnected via a system of relegation and promotion. Each year the four worst-performing teams in the top three leagues are relegated down one level, while the four best-performing teams in the lower three leagues are promoted up one level (Confederação Brasileira de Futebol, 2010). *Série D* is a relatively new adjustment to the Brazilian league system; prior to 2009 *Série D* did not exist and *Série C* was contested by a total of 64 teams (Confederação Brasileira de Futebol, 2010). Each year the four professional mens' soccer leagues in Brazil compete in a national tournament, the *Campeonato Brasileiro* (the Brazilian Tournament), popularly called,

o *Brasileirão* (Confederação Brasileira de Futebol, 2010). However, such is the popularity of soccer in Brazil, that, in addition to the *Brasileirão* Tournament, each Brazilian State runs its own pyramid of soccer tournaments, often involving the very same teams as play in the private league system. These states tournaments can be considered a pre-season to the *Brasileirão* Tournament, as they run from January through March, while the *Brasileirão* runs from March through December (Confederação Brasileira de Futebol, 2010). Additionally, the state tournaments act a a gateway for teams wishing to compete in the *Campeonato Brasileiro*, since various numbers of the top-performing teams from each state enter are able to enter *Série D* of the *Brasileirão* (Confederação Brasileira de Futebol, 2010).

One significant detail about Brazilian soccer culture has to do with the perceptions of women's soccer in Brazil. While many of the best performing and most highly regarded women soccer players in the world are Brazilian, there currently exists no Brazilian women's soccer leagues, either at the amateur, semi-pro, or professional level (Goff, 2007; Gomes, 2010; Mihoces, 2003; Sokolove, 2009).

Table 3

Brazil's Professional Soccer Pyramid (2011)

	Tier	League	Organization
Men's Pro Soccer	1	Série A	20 pro. clubs
	2	Série B	20 pro. clubs
	3	Série C	20 pro. clubs
	4	Série D	40 pro. clubs
Women's Pro Soccer	--	--	No leagues, No clubs

Note. Despite the popularity of Soccer as a men's sport in Brazil and the growing success of the Brazilian Women's National Soccer Team, women in Brazil are currently systematically discouraged from playing the game and no formal league system, professional or otherwise, exists for Brazilian women's soccer (Gomes, 2010; Goff, 2007; Mihoces, 2003; Sokolove, 2009).

Leagues and tournaments, such as *o Campeonato Carioca de Futebol Feminino* (the Carioca Women's Football Championship), organized by individual Brazilian State Soccer Federations, have been attempted, but so far have never lasted more than a few years before collapsing (Federação de Futebol do Estado do Rio de Janeiro [FFERJ], 2007).

Professional Soccer in the United States

While the prospects for American soccer have been bleak at times in the past, currently the sport is doing well, and has a quickly growing fan base. United Soccer Marketing estimates that there are around 80 million soccer fans in America, with around 22 million attending Major League Soccer (MLS) matches over the recent period from 1996 to 2003 (Collins, 2006). In 2001, According to the Sporting Goods Manufacturers Association (SGMA), over 19 million Americans were playing soccer informally; including more than 8 million youth aged 6-11 (Collins, 2006). Additionally, as of 2009, more than 3 million youth were officially registered as players with the American Youth Soccer Association (AYSO) (U.S. Youth Soccer, 2009).

While soccer in America has traditionally been counted as outside of the U.S. "Big Four" (football, basketball, baseball, and hockey), the sport has continued to grow in popularity in recent years. In 2002, 1.3 million more youth were playing soccer than were playing Little League Baseball (Collins, 2006). As of 2007, soccer has become the most popular recreational sport in the United States for youth (both boys and girls), with more young people playing soccer than any other sport (May, 2007). Although soccer has not yet achieved status in popular culture as a truly American sport, these numbers show that soccer's popularity and support continue to grow in the United States. Currently, MLS is the 12th most attended top-flight football league in the world (Ortiz, 2009). Undoubtedly, as media attention continues to increase, business interest will grow as well.

Soccer has had a slow and rocky history in America. In 1820, soccer was played in many U.S. colleges, but not with any organized competitions, and the first American soccer club was not organized until forty-two years later, in 1862 (U.S. Soccer Federation, 2010). Forty years after that, in 1902, spurred by immigrants in San Francisco, America's first league, the San Francisco Soccer Football League (SFSFL), was started (Rheenen, 2009). Today the SFSFL is comprised of 35 teams operating within three divisions (Major, First, and Second) (San Francisco Soccer Football League, 2010).

In 1913, the U.S. Football Association (U.S. Soccer Federation [USFA], 2010) was founded, becoming one of the first organizations in the world to ally with FIFA (U.S. Soccer Federation, 2010). Since that time, the USFA changed its name twice, to the U.S. Soccer Football Association (USSFA) in 1945 and to its current title, the U.S. Soccer Federation (USSF), in 1974 (U.S. Soccer Federation, 2010). Currently, the USSF is divided into separate sub-sectors, each with an array of organizations to handle different aspects of soccer in America (U.S. Soccer Federation, 2010). For example the USSF handles both professional and amateur soccer, including the U.S. national teams in the men's, women's, and youth categories (U.S. Soccer Federation, 2010).

At the adult level, the USSF includes organizations which run professional leagues, such as Major League Soccer (MLS), the newly reinstated North American Soccer League (NASL), and United Soccer Leagues (USL), as well as sport-related non professional organizations such as the U.S. National Soccer Team Players Association, the National Soccer Coaches Association of America (NSCAA), and the American Youth Soccer Organization (AYSO) (U.S. Soccer Federation, 2010).

Table 4

The United States' Professional Soccer Pyramid (2011)

	Tier	League	Organization
Men's Pro Soccer	1	Major League Soccer (MLS)	18 pro. clubs, 2 conferences
	2	North American Soccer League (NASL)	8 pro. clubs
	3	United Soccer Leagues Professional Division (USL Pro)	15 pro. clubs
Women's Pro Soccer	1	Women's Professional Soccer (WPS)	6 pro. Clubs
	2	Women's Premier Soccer League (WPSL)	49 amateur & semi-pro. clubs, 7 conferences
	2	W-League (W-L)	29 amateur & semi-pro. clubs, in 5 conferences

Note. All data retrieved from US Soccer Federation, 2010.

Consumer Behavior

Consumer behavior is one of the most studied topics in the Sport Marketing field. This section defines a number of terms critical to the study of consumer behavior, explores the history of consumer behavior theories, examines major breakthroughs in the development of sport consumer behavior, and examines consumer behavior theories particularly relevant to the industry. While various definitions of consumer behavior are available, most are centered around factors leading to or affecting consumers' choice to purchase or avoid particular products or services. To begin, some key terminology will be defined.

Consumers and Consumer Behavior

According to Solomon (2009), consumer behavior consists of the processes involved when individuals or groups make selections from available products or

resources in order to satisfy their needs or desires related to the use, purchase, or disposal of products, services, ideas, activities, or experiences.

Sandhusen (2000) explains that the study of consumer behavior is the study of when, how, why, and where people buy, or choose not to buy, products or services.

Schiffman, Bednall, Cowley, O'Cass, Watson, and Kanuk, (2001) explains that "consumers are driven by a state of tension that exists as a result of an unfulfilled need or want" (p. 94). In order to relive this tension, individuals, organizations, and groups, who are collectively consumers, go through the process or action of acquisition, during which they can be affected by a variety of variables.

Interpersonal and Intrapersonal Influences

According to Sandhusen (2000), the key to understanding consumer behavior is to understand the dynamic processes governing interpersonal and intrapersonal influences on consumers. Interpersonal influences (those between people) can include perceived attitudes and desires of groups in which the person in question desires to gain acceptance or membership, including gender-based groups, family groups, and social groups (Sandhusen, 2000). Intrapersonal influences (those within individuals) can include individual's personal opinions, attitudes, and perceptions about groups, cultures, ideas, and beliefs, as well as about specific examples or categories of products, services, activities, or experiences (Sandhusen, 2000).

Sport Consumers and Sport Consumer Behavior

Trail and Anderson (2005) define sport consumers as those who attend sport events, purchase sport supplies, view sports as spectators, use spectator services at sport events, or buy or wear products related to sport, athletes, or teams. Collectively, the study of the acquisition and purchasing behavior of sport consumers makes up the field of sport consumption behavior. While there have been a large number of studies

of consumer behavior in general, there are far fewer studies specifically focused on sport consumption behavior (Fink, Trail & Anderson, 2002).

History of Consumer Behavior Research

According to Wells (1993), the Journal of Consumer Research (JCR), founded in 1974, was designed to be the first cross-discipline professional journal where practitioners and academics from different fields could share their knowledge about consumer behavior. While some studies of consumer behavior had been published between 1968 and 1972, conceptual confusion as to the meaning of the concept, as well as lack of attention to validity and reliability, limited the field's impact (Wells, 1993). To remedy this, an effort was made to attract students to the field with an introduction of new courses and textbooks (Wells, 1993). However, due to both the difficulty of acquiring previously published research by JCR and the Association for Consumer Research (ACR) and questions about the validity of previous findings, a critical review by Wells (1993) offered the following five guidelines for improving publications in the field:

1. Leave Home – consumer behavior researchers: (a) should broaden their examination of consumer behavior to include more significant strategic life decisions, rather than staying focused on small, less critical purchasing behaviors; (b) should turn their attention to the origins and treatment of prevalent consumption problems, such as homelessness, alcohol, nicotine, and substance addiction, gambling, credit-card abuse, bankruptcy, and other negative consumption issues; and (c) should interact more with the world outside the U.S. in order to gain a more sophisticated understanding of cross-cultural consumption behavior.

2. Forsake Methodology – avoid studies grounded in consumer myths such as: (a) Students Represent Consumers; (b) The Laboratory Represents the Environment; (c) Statistical Significance Confers Real Significance; (d) When Suitably Disguised, Correlation Becomes Causation; and (e) Mentioning Limitations Makes Them Go Away.
3. Reach Out – avoid inversion by working to embrace the theories, insights, and research of neighboring disciplines beyond marketing and social psychology; including sociology, anthropology, ethnography, historical analysis, and the arts and humanities, as well as more distant research drivers such as business and industry, governments, foundations, and seemingly-unrelated academic fields.
4. Start Small and Stay Real – Apply a rigorous, reality-based, full-cycle problem-solving methodology to consumer science research, involving the following steps:
 - a. Start with an observed real-world behavior,
 - b. Make an abstracted prediction based on the real-world behavior and test it in the laboratory,
 - c. Submit the laboratory results for independent confirmation and validation,
 - d. Return to the laboratory for further testing and analysis,
 - e. Submit the new laboratory results for independent examination
 - f. Continue back and forth in this manner until the range, limitations, and reliability of the theory and findings are exhaustively explored and understood before generalizations are made.

In this manner consumer research can be conducted which always has a definitive real-world application.

5. Research Backwards – follow the applied research guidelines suggested by Andreassen, proposing that research always begin by determining how the research results would be implemented (as cited in Wells, 1993).

With these guidelines, Wells (1993) encouraged researchers in consumer science to strive for both internal and external validity, for research that was more directly applicable to real-world problems faced by business and industry, individuals, the government, and academics of every field and discipline. In this manner Wells (1993) hoped that the study of Consumer Research, headed by the ACR and JCR, would develop into a world-class discipline.

The Development of Sport Consumer Behavior Research

In 2003, Funk, Mahony, and Havitz analyzed the state of research in the field of Sport Consumer Behavior in terms of the five guidelines supplied by Wells (1993): Leave Home, Forsake Methodology, Reach Out, Start Small and Stay Real, and Research Backwards. Overall, Funk et al. (2003a) found that the field of Sport Consumer Behavior suffered from many of the same problems Wells (1993) had identified overall in the field of Consumer Behavior: a lack of standardized variables, a need to establish a tradition of replication of results, a need for more longitudinal studies and frameworks, misuse of scales and measurement instruments drawn from other fields, a lack of attention to validity and reliability, a lack of programmatic studies, reliance on single-shot studies, and confusion or conflation of causation and correlation. Each of the guidelines defined by Wells (1993) will be examined below, as it pertains to the field of Sport Consumer Behavior.

In regards to Wells' (1993) mandate to Leave Home, or broaden the approach to the research, Sport Consumer behavior research has so far been primarily focused on examining the motives for attendance at sporting events, participation in sports, viewing televised sporting events, wearing team merchandise, and other sport consumption behaviors. Funk et al. (2003a) point out that future sport consumer behavior research should broaden its approach to address actual decision tasks (knowledge, and memory), environmental influences on consumers (contextual, and situational), and developmental issues.

According to Funk et al. (2003a), regarding Wells' (1993) mandate to Forsake Methodology, which refers to the need to examine populations in a natural setting and not just students in a collegiate setting, researchers in Sport Consumer Behavior have done well. One reason for this may be the fact that sport fans are much easier to access in a naturalistic setting than other possible consumer groups, such as users of home-care products. Additionally, researchers examining sport consumer behavior may actually have a more difficult time accessing large numbers of students than researchers in parent disciplines, such as marketing or psychology (Funk et al., 2003a). On the other hand, Funk et al. (2003a) pointed out three areas of methodology where sport consumption researchers could improve the breadth of the field: (a) by studying *actual* purchase behavior, rather than simply intention-to-purchase; (b) by studying sport consumers' experiences and perceptions *during* sport events, rather than after-the-fact; and (c) by utilizing qualitative data and inductive methodologies, rather than relying only on quantitative data and deductive approaches.

In regards to Wells' (1993) third mandate, Reach Out, which refers to embracing the research, frameworks, and methodologies of other disciplines, Funk et

al. (2003a) argued that Sport Consumption researchers had been doing a good job. However, Funk et al. (2003a) continued with the argument that sport consumption researchers could still benefit by examining the work of related fields, such as sport tourism and sport hospitality, as well as the role and effects of media sport forums which intentionally craft a drama, such as professional wrestling.

Considering the fourth mandate offered by Wells (1993), *Start Small and Stay Real*, Funk et al. (2003a) point out that global theory testing, whose goal is the ability to make broad generalizations, is of central importance to the field of sport consumer behavior studies. However, Funk et al. (2003a) admit that the researchers studying sport consumption behavior should include far more longitudinal studies, rather than using only single-shot instruments. Additionally, Funk et al. (2003a) noted that researchers should take particular care when making their recommendations, to avoid misreading statistical results, such that their findings and advice can be restricted to meaningful and useful applications.

Regarding the last piece of advice offered by Wells (1993), *Research Backwards*, which advocates a goal oriented reversal of the research process, Funk et al. (2003a) agree and suggest that researchers strive to avoid "investigating for the sake of investigating" (p. 204). By following the *Research Backwards* methodology proposed by Wells (1993), Funk et al. (2003a) argue that researchers in the field of sport consumption behavior can conduct studies that will generate questions, and thereby "take seven steps back to take 70 steps forwards" (p. 204).

According to Stewart, Smith and Nicholson (2003), while past sport consumer behavior studies have identified important motivational and behavioral differences between segments, researchers have focused for the most part on categorizing sport consumers by social-psychological traits, with limited attention to the economic or

cultural contexts which frame consumer preferences. Additionally, few efforts have been made to examine how consumers might move between different segments (Stewart et al., 2003).

Stewart et al. (2003) continued by critically examining and categorizing past approaches that had been taken to classify sport consumers. Essentially, Stewart et al. (2003) identified three prevalent strategies for categorizing sport consumers: (a) dualistic models, (b) tiered models, and (c) multidimensional approaches. Dualistic models (Boyle & Haynes, 2000; Bristow & Sebastian, 2001; Clarke, 1978; Ferrand & Pages, 1996; Hughson, 1999; Lewis, 2001; Nash, 2000; Quick as cited in Stewart et al., 2003) attempt to identify one category of sport consumer and contrast it with an opposite or different category of sport consumer (see Table 5).

Table 5

Evolution of Dualistic Sport Consumer Typologies

Type 1 Fans	Type 2 Fans	Authors / Researchers
Genuine ¹	Others ¹	Clarke (1978)
Traditional ¹	Modern ¹	Boyle & Haynes (2000)
Core ¹	Corporate ¹	Nash (2000)
Irrational ¹	Rational ¹	Ferrand & Pages (1996); Quick (2000)
Symbolic ²	Civic ²	Lewis (2001)
Expressive ²	Submissive ²	Hughson (1999)
Die-Hard ²	Less Loyal ²	Bristow & Sebastian (2001)

Note. Table adopted from Stewart et al. (2003). ¹ Some studies utilized biased approaches which attributed positive characteristics to one set of fans, and more negative characteristics to the other hypothesized group of fans. ² Other studies avoided privileging one category of sport consumers over the other.

Stewart et al. (2003) argued that earlier dualistic typologies (Boyle & Hanes, 2000; Clarke, 1978; Ferrand & Pages, 1996; Nash, 2000; Quick as cited in Stewart et al., 2003) tended to demonstrate bias by attributing negative characteristics to one group of sport fans and more positive characteristics to the other hypothesized group.

Stewart et al. (2003) further argued that later dualistic typologies avoided privileging one group of sport consumers over the other and more clearly explored the ways in which sport consumers identified with their teams. While these studies highlighted differences in the meanings sport consumers attached to sport experience and shed light on "the tenuous relationship between liking a team, being loyal to a team, and regularly attending games," Stewart et al. (2003) argued that dualistic models still tended to conflate various consumer behaviors into a binary "straitjacket," and thus can ultimately inhibit and restrict efforts to understand sport consumer behavior (pp. 207-208).

Another approach to sport consumer typology began in 1993 with the research of Wann and Branscombe (1993) who constructed the Sport Spectator Identification Scale (SSIS) to measure the intensity of sport consumers' relationship or attachment to their club or team. While Wann and Branscombe (1993) categorized spectators into High Identification fans and Low Identification fans, they "laid the foundation for a sport fan continuum that provided for multiple levels of attachment, loyalty, and identification" (Stewart et al., 2003, p. 208). The study by Wann and Branscombe (1993) was then followed by studies by Kahle et al., Sutton, McDonald, Milne, and Cimperman, and Clowes and Tapp which all proposed tiered, three-level, spectrums describing sport spectator attachment (see Table 6) (as cited in Wann and Branscombe, 1993).

According to Stewart et al. (2003), by integrating tribal relations, social interaction, and the desire for entertainment, the three-tiered models of sport spectator behavior added substantially to the field's understanding of sport consumers' relationships to their teams. However, Stewart et al. (2003) argue that three-tiered

models are still limited by the desire to neatly categorize sport fans, and provide little explanation as to how fans might move from one tier or category into another.

Table 6

3-Tiered Sport Consumer Typologies

Tier 1	Tier 2	Tier 3	Authors / Researchers
Highly Committed	Moderately Committed	Low Commitment	Mullin, Hardy, & Sutton (1993)
Internalized and Highly Involved	Self Expressive	Camraderie Focused	Kahle, Kambra, & Rose (1996)
Vested Fans	Focused Fans	Social Fans	Sutton, McDonald, Milne, & Cimperman (1997)
Fanatics	Committed Casuals	Care-Free Casuals	Clowes & Tapp (1999)

Note. Table adopted from Stewart et al. (2003).

To overcome some of the limitations of binary or three-tiered sport consumer typologies, a number of researchers (Funk & James, 2001; Gladden & Funk, 2002) have devised instruments and models to explore more complex, multidimensional typologies. These models examine sport consumer behavior in terms of two or more dimensions, or continuums. Altogether the multidimensional sport consumer typology models argue that sport consumers are more complex and multi-faceted than previously imagined. However, Stewart et al. (2003) point out that solid empirical support is sparse for many of the multi-dimensional models, and a number of them have overlapping concepts described with varying terminology. To address this, Stewart et al. (2003) combined and summarized the dimensions of the examined multidimensional typologies to arrive at eight dimensions of differentiating behavior for sport consumers: (a) underlying motivations, (b) emotional attachment, (c) economic attachment, (d) identity, (e) loyalty, (f) connective focus, (g) overt experiences, and (h) attendance at games.

Current Situation of Sport Consumer Behavior Research

While it sprang from larger fields of study, such as psychology, sociology, and marketing, the study of consumer behavior can now be regarded as an independent discipline (Funk et al., 2003a). As the field of consumer behavior studies grew and expanded, researchers began to specifically examine the realities surrounding the sale of products and services within different sport industries (Funk et al., 2003a). Current research into sport consumer behavior examines topics such as level of game attendance, motivating factors influencing game attendance, fan motives and points of attachment, and the effects of team identification within different fields of sports. However, because of its multidisciplinary background and nature, sport consumer behavior studies still face challenges centered around validity, reliability, and the misuse of measurement instruments designed for and borrowed from other disciplines (Funk et al., 2003a).

Current research on sport spectator consumption has centered predominantly on the area of sport demand and attendance at sporting events and the impact of sociodemographic variables, economic factors, and sport marketing strategies such as promotions (James & Ross, 2004; Trail & James, 2001). Some researchers (James & Ross, 2004; Trail & James, 2001) argue that, while the study of sport demand may help create an understanding of consumer behavior in the short-term, more long term studies will be needed to create a broad understanding of the psychological and other factors that ultimately control sport consumption.

Recent sport consumer research has examined the intrapersonal motives of sport consumers and has focused on testing and refining scales in order to assess motives particular to sport consumption (James & Ross, 2004). For example, Trail, Anderson, and Fink, (2000) and Trail and James (2001) have tested scales examining

motivation based on consumers' social and psychological needs. Stewart et al. (2003) have investigated the impact of emotional connection on sport consumption behavior and have concluded that the interrelationships are found to be more complex each time they are examined. Similarly, loyalty has been found to be a fundamental factor affecting sport consumption behavior, but the relationship between identity, loyalty, and consumption can be difficult or problematic to pin down and define (Stewart et al., 2003). For sport marketers, research results are often difficult to utilize because the variables examined are often beyond the control of clubs, owners, or investors, who are interested in the factors affecting attendance at sporting events or in the consumption of specific sport services and products (Funk et al., 2003a).

Major Breakthroughs in Sport Consumer Behavior

One of the first major breakthroughs in sport consumer behavior research came with the creation of dualistic sport consumer typology models, such as those proposed by Hughson, Bristow and Sebastian, and Lewis (as cited in Stewart et al., 2003). These models highlighted many differences in the way consumers attached meaning to their loyalty and support of a team, and the various factors motivating their regular attendance at games; however, these approaches tended to privilege one group of consumers over another, and ultimately suffered difficulty in attempting to so neatly categorize sport consumers (Stewart et al., 2003).

During the 1990s, sport consumption behavior researchers realized that, rather than binary categorizations, consumers could be ranked on scales based on their beliefs, motivations, and behaviors (Stewart et al., 2003). A number of researchers developed scales, exploring various factors. The most comprehensive of the developed models was the Psychological Continuum Model (PCM), developed by Funk and James (2001) to provide a broader view of the parameters mediating

interactions and associations between individuals and sport teams and impacting sport fan involvement. Funk and James (2001) suggested that individuals' connection with a team or a sport took place on four psychological levels, or tiers: (a) awareness, (b) attraction, (c) attachment, and (d) allegiance. With this model, Funk and James suggested that the interactions and psychological connections between an individual and a sport team are governed by the strengthening of mental associations linked to the team or the sport.

Models of Sport Spectator Consumption

A tremendous number of people watch sporting events, live or replayed, on broadcast television, cable and satellite networks, web distribution networks, and distributed media. Radio and audio sport broadcasts have an equally large and overlapping population of listeners. Beyond this, huge numbers of spectators attend live sporting events at stadiums all around the world. Due to these vast populations of motivated and engaged consumers, the study of sport consumer branched off from consumption behavior in general, and continues to grow and refine itself in the present. In order to explain and map the reasons behind people's interest in sports, teams, and players, a number of theories of sport spectator consumption have been developed (Kahle et al., 1996; Laverie & Arnett, 2000; Madrigal, 1995; Trail et al., 2000) growing out of the combination of identity theory (Laverie & Arnett, 2000) and consumer satisfaction theory (Laverie & Arnett, 2000; Madrigal, 1995).

Madrigal (1995) proposed and tested a structural model of fan satisfaction when attending sporting events. In Madrigal's (1995) model, two affective states, Enjoyment, and Basking in Reflected Glory, are related to three cognitive antecedents (Expectancy Disconfirmation, Team Identification, and Quality of Opponent).

In 1996, Kahle et al. derived a model based on Kelman's Functional Theory of Attitudinal Influence. In this model, Kahle et al. (1996) proposed that factors of past experience, such as Camaraderie, Internalization, and Self-Expression, influenced game attendance.

Later, Laverie and Arnett (2000) combined several prior studies in order to develop a model to encompass the behavior of devoted fans. Laverie and Arnett (2000) found that Identity Salience, involving Attachment, Situational Involvement, and Enduring Involvement, acted as a significant factor in explaining fan Satisfaction and subsequent behaviors.

In the same year, Trail et al., (2000) described a model mapping variables of sport spectator consumption to sport spectator intentions. Trail et al., (2000) hypothesized that both Team Identification Level and Team Expectancies influenced individuals' motives for participation as a sport spectator.

Sport Consumption: Product Purchase and Game Attendance

The field of consumption behavior observes the process and factors involved when people purchase products, services, or experiences. However, just as there are factors motivating consumption behavior, there are also factors, which inhibit purchasing behaviour and lead people to avoid products (Sandhusen, 2000). While studying this problem, Sandhusen (2000) developed the Black Box Model (Table 7) to predict and explain when, how, where, and why people decide to purchase, or not to purchase, products.

Table 7

Sandhusen (2000) Black Box Model of Consumer Intention to Purchase

Environment Factors		Buyer's Black Box		Buyer's Responses
Marketing Stimuli	Environment Stimuli	Buyer Characteristics	Decision Processes	
Product	Economic	Attitudes	Problem	Product
Price	Technical	Motivation	Recognition	Choice
Place	Political	Perceptions	Information Search	Brand Choice
Promotion	Cultural	Personality	Alternative	Dealer Choice
		Lifestyle	Evaluation	Purchase
			Purchase Decision	Timing
			Post-Purchase Behavior	Purchase Amount

Note. Sandhusen (2000), Black Box Model.

Within the Black Box Model (Sandhusen, 2000), Marketing Stimuli and Environmental Stimuli, both of which are Environmental Factors, exert influence on the buyer. However, these stimuli are processed within the consumer's mind, where they are weighed according to the consumer's Characteristics filtered through the consumer's Decision Process (Sandhusen, 2000).

The theory is referred to as the "Black Box Theory" because those processes that are external to the consumer are relatively easy for the marketer to control, or at least affect, while those processes that go on within the mind of the consumer are intrinsically hard to measure, and perhaps impossible for the marketer to ever fully map, much less control (Sandhusen, 2000). For the marketer, the Black Box Model denotes environmental factors as the mechanism by which stimuli can be administered to the consumer, and the only area in which advertisers may exert control. Once the stimuli have been administered to the consumer, the final outcome depends on factors internal to the consumer (Sandhusen, 2000). The final outcome of the process involves the buyer defining their purchase in terms of Product Choice,

Brand Choice, Dealer Choice, Purchase Amount, and Purchase Timing (Sandhusen, 2000).

Research by Trail and Anderson (2005) has identified four factors, which influence sport consumers' decision to purchase goods and/or services:

1. Demographic Factors (influencing 5-10% of consumption behavior):

Demographic Factors include characteristics such as Age, Race, Family Size, Household Income, Participation in Sport, and Level of Education;

2. Psychographic Factors (influencing 40-45% of consumption behavior):

Psychographic Factors include three sub-aspects:

- Cognitive Aspects (Points of Attachment, Motives, and Expectancies);
- Affective Aspects (Satisfaction, and Mood);
- Conative Aspects (Intentions to Consume Sport Products or Sport Services);

3. Environment Factors (influencing 15-20% of consumption behavior):

Game Attractiveness, Marketing Promotions, and Economic Considerations; and

4. Past Behavior (influencing 15-20% of consumption behavior)

(Trail & Anderson, 2005).

Constraints and Barriers to Attending Sport Events

Due the intense competition in order to increase the attendance in professional games, and emerging newer professional leagues in United States, to know the factors motivating influence the attendance is not enough for the sport business. According to Kim and Trail (2010), little research has examined the constraints or barriers to attendance in sport. According Kim and Trail (2010), the meaning of the word

“constraints” in this study meaning as a factors that inhibit the attendance on sporting event.

In order to investigate this topic, Kim and Trail (2010), clearing the constraints on sport consumption behavior, present some results in other studies that classified sport attendance constrains, such as television or radio, game schedule, financial coast, weather, lack of team success, stadium location, and seat location. According to Kim and Trail (2010) results, the factor identified with the team, indicated that motivated fans to attend the game, confirm the previous notion about this factor such as a key predictor of sport consumer behavior. Another find of the study was that for a judge sport consumption behavior, lack of team success, that had a moderate association with attendance, was significant, but meaning that not all the fans were prevent from attending the game when the team was unsuccessful.

How Consumer Behavior Affects Future Research

Comparing at other history studies area as biology and medicine areas, researches sport consumer behavior is a new study topic starting on 1980s. With the famous sport events aroused a huge number of sport followers, which demanded specific researches on sport consumer behavior area.

Since the 1980s, researches about the motivating factor influence attendance with advance measuring scales (Funk et al., 2001; Kahle et al., 1996; Kim & Trail, 2010; Milne & McDonal, 1999; Trail & James, 2001; Trail et al., 2003; Wann, 1995) and structural constraints inhibit the attendance on sporting event (Crawford, Jackson, & Godbey, 1991; Kim & Trail, 2010) had a great evolution.

In order to improve future sport consumer behavior research, Stewart et al. (2003) explained that some sport consumption areas still requires further development, improvement in methodologies, more explanation about sport

consumption origin and evolves area, and mobility of consumers from one type to another. The methodology used on sport consumption researched is quoted by Funk et al. (2003a) that pointed out three areas where sport consumption researchers could improve the breadth of the field: (a) by studying actual purchase behavior, rather than simply intention to purchase; (b) by studying sport consumers' experiences and perceptions during sport events, rather than after the fact; and (c) by utilizing qualitative data and inductive methodologies, rather than relying only on quantitative data and deductive approaches.

Beside important aspects induce the consumer behavior, according to previous researches spectator motivation has shown to be one of the most significant variables affecting sport spectator consumption behavior (Trail et al., 2003).

Motivation

Understanding Motivation is recognized as being critical to understanding consumer behavior. Essentially, motivation consists of the "drives, urges, wishes or desires" that instigate a behavior (Bayton, 1958 p. 282). Sandhusen (2000) describes Motivation as a component of each buyer/consumer's "Black Box," an internal characteristic that drives decisions to purchase, or not to purchase, when, where, and how much of a given product or service. According to Trail and Anderson (2005), internal psychographic aspects, which are a category of internal cognitive function, influence 40-45% of all sport consumption behavior. Wann (1995) considers sport fan Motivation to refer to psychological stimulus that leads fans to be involved in various consuming behaviors in sport settings.

While seeking to analyze the factors motivating sport consumers, researchers have categorized the possible motivating factors in a variety of ways. Sloan (1989) utilized a set of five categories to describe sport spectator motivations: Stress and

Stimulation Seeking, Salubrious Effects, Entertainment, Catharsis and Aggression, and Achievement Seeking.

Later, Wann (1995) organized motivating factors into eight categories: Self-Esteem Benefits, Eustress, Escape, Economic Factors, Entertainment, Aesthetics Qualities, Family Needs, and Group Affiliation. According to Wann (1995), research focusing on fans makes up only 4% of the total research published in sport psychology and sociology journals.

Surveying Existing Sport Management literature, the researcher find authors studying fan motivation based on a variety of aspects, such as Gender, Race, Culture, Individualism/Collectivism, Aggressiveness-of-Sport, Collegiate versus Professional Sport (Armstrong & Stratta, 2004; Fink et al., 2002; Funk et al., 2001; Hofstede, 2001; James & Ridinger, 2002; Trail & James, 2001; Trail et al., 2003; Triandis, 2001; Wann, 1995;).

To examine the motivating factors influencing sport consumption behavior, a number of instruments and scales have been devised and tested. These include the Sport Fan Motivation Scale (SFMS) (Wann, 1995), the Fan Attendance Motivation (FFM) Scale (Kahle et al., 1996), the Motivation of the Sport Consumer (MSC) Scale (Milne & McDonald, 1999) the Sport Interest Inventory (SII), from Funk et al. (2001), and the Motivation Scale for Sport Consumption (MSSC), from Trail and James (2001).

According to Trail and James (2001), conceptual literature within sport sociology guided some researchers to develop scales in order to measure Motivating Factors. After examining the SFMS (Wann, 1995), the FAM (Kahle et al., 1996), and the MSC (Milne & McDonald, 1999), Trail and James (2001) developed the Motivation Scale for Sport Consumption (the MSSC), which maintained the content

validity of the earlier instruments, but demonstrated the best psychometric principles overall to accurately and reliably measure the motivations of sport spectator consumers.

To analyze the motivating factors influencing spectator interest during the 1999 FIFA Women's World Cup (WWC), Funk et al., (2001) developed the Sports Interest Inventory (SII), which examined ten motivating factors, including, Sport Interest, Aesthetics, Vicarious Achievement, Drama, Excitement, Team Interest, Player Interest, Supporting Women's Opportunity in Sport, Socialization, National Pride, and four more factors derived from a factor analysis of open-ended questions.

Later, Funk et al. (2003b) conducted a study to confirm and extend the SII. The 2003 study by Funk et al. confirmed that the SII was valid, reliable, and able to provide an effective diagnostic tool to investigate sport consumer motives. The MSSC, also influenced or was utilized by future studies such as Fink et al., (2002), James and Ridinger (2002), James and Ross (2002, 2004), Kim and Trail (2010), Trail et al., (2003), Robinson and Trail (2005).

Motivating Factors

With the evolution of researches in sport consumer behavior literature, the motivating factors based on social and psychological needs changed since the beginning. According to Trail and James (2001), with evaluation by experts in the field, the MSSC was developed with special attention to wording items to avoid measurement confusion that was noted in critical review of scales created before. The motivating factors of Motivation Scale for Sport Consumption were developed with the evolution of studies from Wann (1995), Milne and McDonald (1999) and with the hypothesized motivating factors of Trail et al. (2000).

According to Trail et al. (2000), from a review of sport fan/spectator literature, were identified six general factors that influence future sport spectator consumption behavior: motives, expectancies, level of identification, self-esteem responses, confirmation or disconfirmation of expectancies, and affective state of the individual, being that each factor either a direct or indirect effect on the factors that follow in the model. In this section, there will be lightly defined motivation factors hypothesized by Trail et al. and used in MSSC from Trail and James (2001) and other scale as SFMS, from Wann (1995), and Sport Interest Inventory, form Funk et al. (2003b)

Vicarious Achievement

With a literature review, Trail et al. (2000) hypothesized that need for achievement can elicits spectator consumer behavior, and can have positive influence upon other variables, as such level of identification, affecting state, and expectancies for event outcome.

Acquisition of Knowledge

According Trail et al. (2000), the literature review has shown that the need for acquisition of knowledge influences other variables like media consumption, ticket purchase behaviors, and will be positively correlated with identification. The authors hypothesized that Individual's knowledge increase their ability to evaluate the event is sensitive. The acquisition of knowledge has shown a great toll to straight the identification of sport spectator more involved with cubs. According to Bill Sutton, founder and principal of Bill Sutton & Associates, "The more you know, the easier it is for you to become interested. Being interested leads to being involved" (Sutton, 2010, p. 14).

Social Interaction

The social interaction motive can be represented from a behavior moved by the need to interact with others and group feelings. According to Trail et al. (2000), spectators surrounded by friends and family would be more enjoyable watching a sport event, hypothesizing that social interaction motive will be positively correlated with identification and will be associated with the other motives.

Physical Attractiveness of Participants

Does the attractiveness of athletes, more directing sports such as volleyball, swimming, and bodybuilding, physical attractiveness of participants was related. According to Trail et al. (2000), physical attractiveness to the participant can occasion independently from intensity of team identification, being authors hypothesized that it is associated with other motives. According Madrigal and Howard (1999), the definition for this factor is: "individual's interest in watching, a sports event because of the physical attractiveness of 'sex appeal' of an individual athlete or group of athlete" (p. 21).

Quality of Physical Skill of the Participants

In order to identify Physical Skill as a motivating factor, it was mixed with another items, but still confusion with on psychometric inadequacies. Although the questionable results, Trail and James (1999), as cited on Trail et al., (2000) found the distinct physical skill of another motives such as aesthetics and vicarious achievement. In order to clarify as a distinct factor, Trail et al. (2000) examined the relationships between admiration of physical skill and other motives.

Drama/Eustress

According to Wann (1995), eustress is mentioned like a common motivation for fans, being that sports are one way of arouse the fans sense and provide them the

stress that they seek. In the literature, we can observe that drama and eustress factor was related with some other factors, like: self-esteem, entertainment, aesthetics, identification, sport involvement, purchase intent, spectatorship, television viewing, viewing or attending, and purchasing. Drama factor can have prominence when the spectator can see a game tense and close, when is not decided until the end game (Mahony et al., 2002). According to Trail et al. (2000), drama/eustress will positively influence identification; beside to be correlated with other motives. Spectators that are influenced by desire or felt need for drama, even if the game involve a favorite team, would be expected to prefer game that are close (Mahony et al., 2002).

Escape

According to Wann (1995), escape factor is attempted to find diversion from everyday life, trying escape from unexciting daily routines. The author explains that beside the entertainment advantage, through the sport event some skills are required. Although different terminologies, for this study escape is defined “as a diversion from work and everyday activity” (Trail et al., 2000, p. 163). The authors hypothesized that escape is positively correlated with identification, although is correlated with the others motives.

Aesthetics

According to Wann (1995), to some fans, sporting events are seeing like form of art, moving fans by the beauty of athletes' performance. Authors identified that aesthetics is one of the most important motives for spectators' sports, being significantly correlated with other motives, and influencing expectancies for an event. (Mahony et al., 2002; Trail & James, 2001, Trail et al., 2000).

Family

According to Wann (1995), the first author that suggested family factor as a motivating factor to be a spectator, some fans are connected to sport by the affiliation needs factors. The author explain that for these people, the desire to maintain group contacts is the main reason for being a fan, being that some of these people can see a opportunity to spend a time with their family. Although in SFMS the validity and reality of this factor is suspect, Trail and James (1999) made substantial improvements of the psychometric properties of the scale. According to Trail et al. (2000), the relation of family factor with identification has not been clearly established, although the authors hypothesized that this factor will be correlated with other motives.

Agression

According to Lee, Trail and Anderson, (2009), due the sport rivalry situation and aggressive behaviors, sports fans tend to enjoy physical intimidation, become aggression a motivator in spectator sport as football and hockey. The authors didn't found researches examining the relation between attendance and enjoyment of aggressions.

Entertainment

Entertainment was one of the motivating factors described on validation of the Sport Fan Motivation Scale. In Wann's (1995) study, entertainment is describes as a pastime, may add advantages as skills required due the sport participation. According Funk et al. (2001), entertainment value motive were added to Sport Interest Inventory (SII) through open-ended response sections providing support for the SII. On SII, entertainment was related by providing good value for the money.

Identification

Regarding to sport consumption and leisure, identification is a very important concept in regard to consumer behavior (Trail et al., 2000). Due to importance of identification factor on sport consumption Sutton et al. (1997), developed a conceptual structure of fan identification and the levels, motivations and benefits of such identification. Identification factor also was described on theoretical model of sport spectator consumption behavior by Trail et al. (2000).

According to Sutton et al. (1997), the levels of fan identification are directly impacted by four managerial factors: 1- Team characteristics (Fans are attract by successful teams and seasons desiring a positive association); 2 - Organizational Characteristics (fans are attract by "off-field" image of ownership, decision-making, and tradition of the franchise); 3 - Affiliation Characteristics (potentially the most instrumental in building fan identification and, consequently, has the strongest long-term effects); 4 – Activity Characteristics (through technology and media-related increase the opportunity to follow a favorite team, become more identified with team).

The authors suggested three discernible level of fan identification: 1 - Low identification (the overall quality of the entertainment opportunity provided is less important than the outcome of the sport event); 2 - Medium identification (Emotional attachment to a team is displayed, being more affect by social factors, team performance, or player personality); 3 - High identification (High identification fan can consider an "emotional ownership" in the sport [product], refer to the entity as "we").

The identification factor also is described in a theoretical model of sport spectator consumption behavior. Trail et al. (2000) identified six general factors that

influence the intention sport spectator consumption behavior (motives, level of identification, expectancies, confirmation and disconfirmation of expectancies, self-esteem responses, and affective state of individual), being that each factor has either a direct or indirect effect on the factors, functions sequentially. According to Trail et al. (2000), the three different of individual's identification can be represented by different manifestations. Cognitive involvement can be manifested by highly Individual's expectations for team success. Affective involvement can influence affective states before, during, and after events, like greater psychological arousal watching his team, and behavior involvement can increase game attendance in order to meet achievement needs, as self-esteem (Trail et al., 2000).

As the fan involvement increase, rise the degree of fan identification doing that the spectators does not appreciate more specific items such as economic factors and team performance. According to Sutton et al. (1997), fan identification leads to two managerial benefits: 1 – decrease price sensitive, and 2 – decrease performance-outcome sensitivity. In order to increase fan identification, Sutton et al. (1997) suggest strategies that is within the control of sport managers and marketers, such as, to increase team/player accessibility to the public, to increase community involvement activities, reinforce the team's history and tradition, and to create opportunities for group affiliation and participation.

Cross Culture – International Consumer Behavior

A major property of sport consumer behavior is that the behaviors are influenced by various factors. In the "Black Box Model" quoted on consumer behavior theories, the first costumer stimulus on consumer behavior is the environment factors, where indicate the culture as one of four environment stimuli (Sandhusen, 2000). According to Trail and Anderson (2005), one of four aspects that

induce people to consume sport products and services is environment aspects influencing 15-20% of total sport consume intentions.

Although authors felt that our cultural values are rational, it can be considered nonrational, one time these values were programmed early in our lives (Hofstede, 2001). Barnouw (1985) defined "a culture as the way of life of a group of people, the complex of shared concept and patterns of learned behavior that are handed down from one generation to the next through the means of language and imitation" (p. 5). Culture can be define as a differentiate of categories of people or member of groups distinguish by a different collective programming of the mind (Hofstede, 2001).

Globalization, more recognized on financial and business terms, today could be quoted like a transitional circulation of popular culture. In order to find distinguish on cultural value orientations in sport fan motivations, some authors analyzed different fan motivation on different cultures. Studies, such as Han (2009), analyzed the impact of individualism and collectivism motivation on the differences of sport fan motivation and cultural value orientation between Americans and Koreans. Kim, Andrew, and Greenweel (2009), analyzed spectators motives and media consumption behavior in an individual combat sport between American and South Koreans. The findings were that cross-cultural differences suggested the necessitating a better understanding of each market when promoting combat events.

A good example of cross culture motivation factor is with the spectator form Major Soccer League, in the United States Since the beginning of the Major League Soccer (MLS), the league has gained more Hispanic market's spectators. According to Ortiz (2009), 40% of spectators attending on MLS games in 2008 were Hispanic. The MLS is recognized as the first league in United States with more Latinos fan base, with 33%, follow by NBA with 16%, NFL with 13%, MLB with 12.9% (Ortiz,

2009). Because a great number of customers with different cultures, forty percent of the MLS office staff are bilingual, and half of clubs offer a point person specifically for Spanish language media (Ortiz, 2009). In these cases, the market directions can be adept in order to target the a hundred percentages of costumers.

Moreover the large populations in the United States, a few researches are directed to Hispanic audience. Andrew, Mercado, & Giroud (2010), examined potential diversities among spectator motivations in a sample of Hispanic costumes of Major League Baseball (MLB). Besides the large number of players, executives and coaches who are Hispanic, MLB is fourth American sport league in number of Hispanic fan base (Ortiz, 2009). According table 8 the study analyzed 148 Hispanic MLB consumers, and identified the main factors motivations and points of attachment.

Table 8

Motivating Factors and Points of Attachment for Hispanic MLB Consumers

Sample/Factors	Percentage of Total Sample	Highest Factor	2nd Highest Factor	Lowest Factors
Puerto Rican	36%	Quality/Skill	Family	Player, Coach
Cuban	28%	Escape	Drama	Level, Player
Dominican Republic	14%	Escape	Drama, Quality/Skill	Team, Coach
Sample/Factors	Percentage of Total Sample	Highest Factor	2nd Highest Factor	Lowest Factors
Mexican	11%	Escape	Aesthetics	Coach, Player
Central America	11%	Achievement	Quality/Skill	Social Interaction, Coach
South American	7%	Escape	Aesthetics	Coach, Player

Note. Data from Andrew et al. (2010).

According to Andrew et al. (2010), due the similarities and differences cultures in the attendance between the six groups, it necessary identifies which

Hispanic/Latino nationalities are the costumers and then develop strategies accordingly.

With the results of studies above, we can conclude that cultural differences can be a determinant factor when we talking about consumer behavior. With the review we can see that the literature of sport consumer among countries is limited, being few or lacking. Domestic researches analyzing a fairly homogenous market on single country, and with a big challenge some international researches, analyzing differing markets, on different countries once that these markets vary large in their buying patterns, culture, and level of economics develop (Armstrong & Stratta, 2004).

CHAPTER III

METHODOLOGY

The goal of this study is to examine matters of importance to the Brazilian professional soccer industry. The research is divided into two main sections, each of which utilizes a different methodology. The first section examines factors motivating spectator attendance at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer games in Brazil. The second portion consists of an examination of spectator responses to qualitative open-ended questions about the factors motivating spectator attendance at Brazilian soccer games, as well as about the improvements spectators most desire for Brazilian soccer stadiums. Each portion of the research will be dealt with separately in the following sections.

Quantitative Research

The first portion of this research utilizes quantitative data gathered through a survey instrument (Appendix A) distributed to spectators at three major league (*Serie A*) professional soccer games, and to spectators at three minor league (*Serie B*) professional soccer games. The goal of this research is to examine the interaction of demographic factors and the factors motivating spectator attendance at professional soccer games in Brazil.

Research Questions

This portion of the research project addresses three research questions:

- RQ1 What are the motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

RQ2 Are there differences in the sport spectator profiles of attendees at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

RQ3 Is there an interaction between fans' sport spectator profile and the factors motivating attendance at Major League (*Série A*) and Minor League (*Série B*) professional soccer events in Brazil?

Research Design

This is a quantitative examination of the factors motivating attendance at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil. A survey methodology was used. An instrument (Appendix A) was distributed to spectators at three Major League (*Serie A*) professional soccer games, and to spectators at three Minor League (*Serie B*) professional soccer games. A statistical analysis of the survey data was performed utilizing descriptive statistics, chi-Square tests, group statistics, independent sample tests, multiple comparisons tests, and ANOVAs.

Variables

This study considers seven demographic variables; two variables (Gender, and League Level), are dichotomous, while five are ordinal: Age (five values), Ethnicity (five values), Frequency of Attendance (five values), Level of Education (nine values), and Marital Status (five values) (see Appendix A).

Additionally, this study considered eleven 7-point Likert variables measuring factors motivating spectator attendance. Most variables were measured using three items on the survey instrument (Appendix A), while one variable (Enjoyment of Aggression) was measured with four items. The first 10 factors motivating spectator attendance (Vicarious Achievement, Aesthetics, Drama, Escape, Acquisition of

Knowledge, Physical Skill of the Athletes, Social Interaction, Physical Attractiveness, Enjoyment of Aggression, and Novelty) were drawn from the Motivation Scale for Sport Consumption (MSSC) (Kim & Trail, 2010; Trail & James, 2001), while the 11th motivating factor variable (Entertainment Value) was drawn from the Sport Interest Inventory (SII) (Funk et al., 2001).

Instrumentation

The survey instrument distributed for this study (Appendix A) was adopted from the most recent version of the Motivation Scale for Sport Consumption (MSSC) (Kim & Trail, 2010), with an additional factor drawn from the Sport Interest Inventory (SII) (Funk et al., 2001). The instrument consists of three sections: a demographics section (six multiple-choice questions), a section exploring the factors motivating spectator attendance at professional soccer games (thirty-four 7-point Likert questions), and three open-ended response questions. The demographics section examines factors of sport spectator profiles, specifically Age, Gender, Frequency of Attendance, Level of Education, Marital Status, and Ethnicity.

The majority of the survey instrument (Appendix A), the section examining factors motivating sport attendance, is drawn from the Motivation Scale for Sport Consumption (MSSC) (Trail & James, 2001). This study utilizes a version of the MSSC recently updated by Kim and Trail (2010). The current MSSC examines ten factors (Vicarious Achievement, Aesthetics, Drama, Escape, Acquisition of Knowledge, Physical Skill of the Athletes, Social Interaction, Physical Attractiveness, Enjoyment of Aggression, and Novelty) with nine sections containing three items, and one section containing four items, for a subtotal of thirty-one questions. For this research three additional items, exploring one additional factor (Entertainment Value)

were added to the MSSC. These additional items have been adopted from the Sport Interest Inventory (SII) (Funk et al., 2001).

The third section of the survey instrument (Appendix A), the qualitative open-ended response section, contained questions asking: (a) Which soccer team (in Brazil) did the spectator root for, follow, or identify with? (b) What factor(s) primarily motivated the spectators' attendance? And, (c) What improvements would the spectators most like to see in the stadium?

To ensure the accuracy of the instrument after translation into Portuguese, translation took place in two stages. In stage one, three independent translations were made by three separate translators. Two of the translators were Sport Management professionals, originally from Brazil, but now serving as associate professors of Sport Management at different U.S. universities. Both speak and write fluently in English, and both speak Portuguese as their native language. The third translator was a Brazilian undergraduate student, majoring in advertising, who has lived and studied for the past five years in the United States. Each of the three translators independently translated the English version of the survey into Portuguese.

At this point, the three Portuguese translations were compared and combined into one draft. This draft was sent to two additional translators in Brazil, along with the English version of the survey. One of these translators is a Professor of Sport Management at a Brazilian University. The other translator was a recent doctorate student who had just received their Ph.D. in Sport Management from a U.S. university. Each of these stage two translators made alterations to improve the clarity of the survey instrument for Brazilian fans.

Sample/Participants

For this study, the sample consisted of spectators attending the games of two professional Brazilian soccer teams at their respective stadiums. Each of the two teams plays in different divisions of the national championships. One team, *Avai*, plays in the Brazilian major league (*Serie A*), while the other team, *Figueirense*, plays in the Brazilian minor league (*Serie B*).

Specifically, participants in this study consisted of soccer fans who attended the six professional soccer games scheduled to take place near the end of annual Brazilian soccer season, during November, 2010, in the city of *Florianopolis* in *Santa Catarina*, Brazil. Three of these six games were major league (*Serie A*) games, involving the team *Avai*, in their home stadium, *a Ressacada*. The other three games were minor league (*Serie B*) games, involving the team *Figueirense* in their home stadium, *o Estadio Orlando Scarpelli*.

Responses were collected prior to the games and during the half-time shows of the six respective professional soccer games, from spectators seated in the home-team section of each stadium. Respondents were verbally screened for age, and responses was not collected from spectators who are not yet 18 years old. No effort was made to screen for ethnicity or gender. However, since the vast majority of soccer fans attending professional games in Brazil are male, it was expected that the majority of respondents would be male. The original expected simple sample projected was 100 fans per game, which would result in 300 responses from spectators at minor league (*Serie A*) games, and 300 responses from spectators at major league (*Serie B*) games, for a total sample size of 600 respondents.

While the original goal of this study was to achieve 300 responses from spectators at each team, both soccer clubs cooperating in this study were excited to

support the research, and fans proved to be more willing to cooperate than the researchers anticipated. Thus, a total of 1,089 responses were obtained: 542 responses from spectators at the major league (*Avai*) games; and 547 responses from spectators at the minor league (*Figueirense*) games.

Data Collection Procedures

Prior to initiating data collection, the author contacted the *Avai* soccer club (Appendix B), the *Figueirense* soccer club (Appendix B), and the University of Southern Santa Catarina (*a Universidade do Sul de Santa Catarina*, UNISUL) (Appendix C), asking for cooperation and assistance. Letters of cooperation were obtained from all three organizations. The *Avai* Soccer Club (Appendix D) and the *Figueirense* Soccer Club (Appendix E) each pledged to allow access to teams researchers from UNISUL, while the Sport Management Research Group within Sport and Physical Education Program at UNISUL (Appendix F) agreed to supply a team of student researchers, led by a Professor of Physical Education, to distribute surveys at the targeted major and minor league games. With these letters of cooperation obtained, the researcher applied for and received authorization to conduct research from the Institutional Review Board (IRB) of The University of Southern Mississippi (USM) (Appendix G).

Sample collection took place in November, 2010, during the six professional soccer games scheduled to take place in the city of *Florianopolis*, in the state of *Santa Catarina*, in Southern Brazil. Three of the six games were major league (*Serie A*) games, involving the team, *Avai*, in their home stadium, *a Ressacada*. The other three games were minor league (*Serie B*) games, involving the team, *Figueirense*, in their home stadium, *o Estadio Orlando Scarpelli*. Both teams are based in *Florianopolis*, in *Santa Catarina*, in Southern Brazil. These two soccer clubs were chosen both because

their locations were proximate and convenient to UNISUL, where the researcher expected cooperation, and because they presented the opportunity to compare the factors motivating spectator attendance at both major league and minor league professional soccer games in Brazil.

The *Avai* (major league) games occurred on November 7th, 21st, and 28th, and the *Figueirense* (minor league) games occurred on November 6th, 9th, and 27th. At each of the six targeted games, a team of 8-12 researchers from UNISUL was granted access. Prior to these games, the research team devised and rehearsed a plan of operation to maximize the distribution and return of the survey instrument (Appendix A). In order to secure responses from spectators with a range of ticket types and social demographic characteristics, the research team spread out, before each game began, to separate sectors of the home-team side of the stadium. The researchers then distributed survey instruments to fans in their respective sectors, both during the 90 minutes prior to the games' start, and during the 20 minute half-time breaks. A random fan-intercept methodology was utilized, with the following specific steps:

1. Researchers encountered a spectator and verbally screened them to determine that they were at least 18 years old.
2. The researcher provided a cover letter explaining the purpose of the study and explaining that the study was anonymous and confidential, and that no names or other identifying characteristics would be collected or associated with the questionnaires.
3. The researchers answered any questions about the study and then left the respondent for a time with the questionnaire and a pencil.
4. The researcher continued to seek out spectators in order to solicit other responders.

5. Approximately fifteen minutes after encountering a particular respondent, the researcher returned to collect the completed survey and the pencils.

Data Analysis Procedures

Different statistical analyses were conducted to address each of the research questions specified by this study. The first question considered by this study (RQ1) relates to the motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil. To address this question, a descriptive analysis was performed, comparing the means of the motivating factor data, both individually for the major league spectator respondents and the minor league spectator respondents, and collectively for both the major and minor league respondents together.

The second research question considered by this study (RQ2) searches for similarities or differences in the sport spectator profiles of attendees at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil. To address this question, Crosstab and Chi-Square Tests were performed considering League Level and Age, League Level and Ethnicity, League Level and Frequency of Attendance, League Level and Level of Education, and League Level and Marital Status.

The third research question considered by this study (RQ3) asks whether or not sport spectator profile mediates factors motivating attendance at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil. To address this question, different statistical analyses were performed for each spectator demographic variable. For each of the demographic variables, Frequency of Attendance, Age, Level of Education, and Marital Status, Descriptive Statistics, an ANOVA, and Multiple Comparisons were performed to examine the interactions of

each variable with the eleven Motivating Factors considered by this study. To explore the interaction of Gender and the eleven Motivating Factors, since gender was a dichotomous variable, Group Statistics were examined and an Independent Sample T-Test was performed. For the variable Ethnicity, the numbers for both major league and minor league games were so similar that no further analysis was performed.

Qualitative Research

The second portion of this research utilizes qualitative data, also gathered through the version of the MSSC adapted for this study (Appendix A) and distributed at Major League (Serie A) and Minor League (Serie B) professional soccer games in Brazil. The goal of this portion of the research is to examine the self-reported motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil. These results were then compared to the quantitative motivating factors data gathered in the previous portion of this study, as well as to the demographic data. Any additional factors that were previously unaccounted for can be identified. Additionally, information about the most-wished-for stadium improvements for spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events were available.

Research Questions

This portion of the research project addresses two research questions:

- RQ4 What are the self-reported motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?
- RQ5 What Stadium Improvements are most desired by sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

Research Design

This study utilized a survey methodology. The instrument (Appendix A) was distributed to spectators at three Major League (*Serie A*) professional soccer games, and to spectators at three Minor League (*Serie B*) professional soccer games. A content analysis was performed for the responses to each of the two open-ended questions pertinent to the study research questions. These results were subject to demographic and quantitative analysis. Following this, comparisons to the quantitative results found by the previous study were possible.

Variables

This study considers seven demographic variables; Gender (dichotomous), League Level (dichotomous), Age (five values), Ethnicity (five values), Frequency of Attendance (five values), Level of Education (nine values), and Marital Status (five values) (see Appendix A). While the previous study considered eleven Factors Motivating Spectator Attendance, this study relied on content analysis of the responses to the open-ended questions in order to determine what factors affect spectator attendance and what improvements are most desired by spectators attending games in the major league and minor league stadiums.

Instrumentation

The third, qualitative portion of the MSSC, as adopted for this study, contains three open-ended questions: (a) What team do you root for in Brazil?/What team do you cheer for in Brazil? (b) If you could improve something in this stadium, what would it be? And, (c) What is your most important reason for attending a game?

Sample/Participants

Just as for the previous study, the participants for this study consisted of spectators attending the games of two professional Brazilian soccer teams at their

respective stadiums. Each of the two teams plays in different divisions of the national championships. One team, *Avai*, plays in the Brazilian major league (*Serie A*), while the other team, *Figueirense*, plays in the Brazilian minor league (*Serie B*).

Specifically, participants in this study consisted of soccer fans who attend the six professional soccer games scheduled to take place near the end of annual Brazilian soccer season, during November, 2010, in the city of *Florianopolis*, in *Santa Catarina*, Brazil. Three of these six games are major league (*Serie A*) games, involving the team *Avai*, in their home stadium, *a Ressacada*. The other three games are minor league (*Serie B*) games, involving the team *Figueirense*, in their home stadium, *o Estadio Orlando Scarpelli*.

Responses were collected prior to the games and during the half-time shows of the six respective professional soccer games, from spectators seated in the home-team section of each stadium. Respondents were verbally screened for age, and responses were not collected from spectators who are not yet 18 years old. No effort was made to screen for ethnicity or gender. However, since the vast majority of soccer fans attending professional games in Brazil are male, it is expected that the majority of respondents would be male. The original expected simple sample projected was 100 fans per game, which will result in 300 responses from spectators at minor league (*Serie A*) games, and 300 responses from spectators at major league (*Serie B*) games, for a total sample size of 600 respondents.

While the original goal of this study was to achieve 300 responses from spectators at each team, both soccer clubs cooperating in this study were excited to support the research, and fans proved to be more willing to cooperate than the researchers anticipated. Thus, a total of 1,089 responses were obtained: 542 responses

from spectators at the major league (*Avai*) games; and 547 responses from spectators at the minor league (*Figueirense*) games.

Data Collection Procedures

This study utilized responses collected for the previous study. Essentially, the available data-set consists of 1,089 responses from spectators attending major league (*Serie A*) and minor league (*Serie B*) professional soccer games in Brazil. Out of these responses, 542 come from spectators at major league (*Avai*) games; and 547 responses come from spectators at minor league (*Figueirense*) games.

Data Analysis Procedures

A content analysis was performed for the responses to each of the two open-ended questions pertinent to the study research questions. These results will be subject to demographic and quantitative analysis. Following this, comparisons to the quantitative results found by the previous study were possible.

Conclusion

It is hoped that this study will be able to help marketers, stadium managers, and club managers increase ticket sales and stadium attendance at major league (*Serie A*) and minor league (*Serie B*) professional soccer games in Brazil, as well as elsewhere in the world where the lessons learned may be applied. Considering the upcoming 2014 World Cup, which will be hosted by Brazil, achieving higher ticket sales and game attendance will be vital in improving investment in the Brazilian soccer industry. This would be advantageous to Brazilian soccer leagues, investors in and outside of Brazil, Brazilian soccer players, and the entire Brazilian economy.

CHAPTER IV

MANUSCRIPT

Results

This section presents the results of a quantitative investigation of the factors motivating fan attendance at major and minor league soccer games in Brazil. This study utilized a survey instrument (Appendix A), based on the Motivation Scale for Sport Consumption (MSSC). The survey instrument consisted of a demographics section containing six questions, an open-ended response section containing three questions, and 12 sections (all with three questions each, except for one section with four questions) drawn from the MSSC. The instrument was distributed by the research team to three Major League (*Serie A*) soccer games, and three Minor League (*Serie B*) soccer games, all taking place in a town in Southern Brazil. This study enables a demographic examination and comparison of the spectators attending major league and minor league soccer games in Brazil, as well as an examination and comparison of the factors interacting with spectator attendance for different groups within the sample population. The open-ended questions allow for a comparison between the quantitative findings and emergent factors within the collected qualitative responses.

The following sections will first examine the demographic data, and then the results of quantitative statistical analyses performed to answer each of the quantitative research questions described earlier in the study. The qualitative results will then be compared to the quantitative findings.

Quantitative Research Question 1

The first quantitative research question examined by this study was designed to determine what motivating factors are reported by spectators attending Major

League (*Série A*) and Minor League (*Série B*) soccer games in Brazil. The Exact wording of the question is as follows:

RQ1 - What motivating factors affect sport spectator attendance at Major League (*Série A*) and Minor League (*Série B*) professional soccer events in Brazil?

Table 7 illustrates the responses to the MSSC, obtained from the Major League (*Série A*) ($n = 542$) and Minor League (*Série B*) ($n = 547$) spectators, as well as their combined responses ($N = 1,089$). For all respondents combined, attending both major league and minor league games, the highest reported motivating factor was Aesthetics ($M = 5.82$), followed by Social Interaction ($M = 5.52$), the Physical Skill ($M = 5.41$), and Vicarious Achievement ($M = 5.37$). The lowest reported motivating factors overall were Physical Attractiveness ($M = 2.03$), and Aggression ($M = 2.38$).

Table 9

Eleven Motivating Factors Influencing Attendance of Soccer Fans in Brazil

Motivating Factor	Total (<i>Série A</i> and <i>Série B</i>) $N = 1,089$		<i>Série A</i> (Major League) $n = 542$		<i>Série B</i> (Minor League) $n = 547$	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Aesthetics	5.82	1.28	5.87	1.20	5.77	1.36
Social Interaction	5.52	1.46	5.59	1.42	5.46	1.50
Physical Skill	5.41	1.35	5.44	1.30	5.37	1.41
Vicarious Achievement	5.37	1.33	5.36	1.36	5.38	1.30
Acquisition of Knowledge	5.32	1.47	5.35	1.46	5.29	1.48
Escape	5.19	1.59	5.18	1.58	5.20	1.61
Drama	5.12	1.41	5.16	1.40	5.08	1.42

Table 9 (continued).

Motivating Factor	Total (<i>Série A</i> and <i>Série B</i>) N = 1,089		<i>Série A</i> (Major League) n = 542		<i>Série B</i> (Minor League) n = 547	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Novelty	4.87	1.51	4.95	1.45	4.80	1.56
Entertainment Value	4.49	1.66	4.48	1.69	4.50	1.62
Enjoyment of Aggression	2.38	1.41	2.40	1.39	2.36	1.44
Physical Attractiveness	2.03	1.60	2.00	1.57	2.05	1.63

Note. Scale: 1 = Strongly Disagree; 7 = Strongly Agree

Examining the data (Table 9) reveals that there were only small differences between the motivating factors reported by spectators attending Major League (*Série A*) and Minor League (*Série B*) soccer games. For example, while the third most highly reported motivating factor for major league spectators was Physical Skill ($M = 5.44$), followed by Vicarious Achievement ($M = 5.36$), for minor league spectators the opposite order was reported with the Vicarious Achievement ($M = 5.38$) being the third highest ranked motivating factor, followed by Physical Skill ($M = 5.37$).

Quantitative Research Question 2

The second quantitative research question examined by this study was designed to determine if there were differences between the sport spectator profiles of fans attending Major League (*Série A*) and Minor League (*Série B*) soccer games in Brazil. The Exact wording of the question is as follows:

RQ2 - Are there differences in the sport spectator profiles of attendees at Major League (*Série A*) and Minor League (*Série B*) professional soccer events in Brazil?

Each of the demographic variables collected by this study will be discussed.

Sport spectator profiles and ethnicity. Table 10 contains a breakdown of spectator responses by ethnic background. Overall, for both leagues approximately 90% of the respondents were ethnically Caucasian European. The remaining 10% consisted of respondents claiming mixed origin and African origin with a few respondents claiming Asian or native origins.

Table 10

Spectator Demographics: Ethnicity

Ethnicity	Total (<i>Série A</i> and <i>Série B</i>)		<i>Série A</i> (Major League)		<i>Série B</i> (Minor League)	
	n	%	n	%	n	%
Caucasian European Origin	969	90.0%	478	89.0%	491	90.9%
African Origin	36	3.3%	24	4.5%	12	2.2%
Mixed Origin	34	6.3%	31	5.8%	65	6.0%
Asian Origin	3	.3%	1	.2%	2	.4%
Native/Indigenous Origin	4	.4%	3	.6%	1	.2%
Total	1,077	100.0%	537	100.0%	540	100.0%

Sport spectator profiles and gender. Table 11 contains a breakdown of the spectator responses by gender. Overall, more males (65.0%) attended than females (35.0%). Results were similar for respondents from the both the Major League (*Série A*) and Minor League (*Série B*) soccer games.

Table 11

Spectator Demographics: Gender

Gender	Total		<i>Série A</i>		<i>Série B</i>	
	(Série A and Série B)		(Major League)		(Minor League)	
	n	%	n	%	n	%
Male	694	65.0%	344	64.7%	350	65.4%
Female	373	35.0%	188	35.3%	185	34.6%
Total	1,067	100.0%	532	100.0%	535	100.0%

Sport spectator profiles and level of education. Table 12 contains a breakdown of the spectator responses by level of education. For both Major League (*Série A*) and Minor League (*Série B*) soccer games the vast majority of spectators had either started or completed high school (43.3%) or had started or completed some level of collegiate or higher education (College) (46.7%). Results were very similar for respondents attending both the Major League (*Série A*) and Minor League (*Série B*) soccer games.

Table 12

Spectator Demographics: Level of Education

Level of Education	Total		<i>Série A</i>		<i>Série B</i>	
	(Série A and Série B)		(Major League)		(Minor League)	
	n	%	n	%	n	%
Elementary School	108	10.0%	56	10.4%	52	9.6%
High School	467	43.3%	240	44.7%	227	41.9%
College	503	46.7%	241	44.9%	262	48.4%
Total	1,078	100.0%	537	100.0%	541	100.0%

Sport spectator profiles and marital status. Table 13 contains a breakdown of the spectator responses by marital status. For both Major League (*Série A*) and Minor

League (*Série B*) soccer games the vast majority of spectators were either single (42.9%) or married (48.0%). Results were very similar for respondents from both leagues. However, a total of 46.5% of the spectators at the minor league games were single, in comparison to 39.3% of the major league spectators. This is a difference of 7.2%.

Table 13

Spectator Demographics: Marital Status

Marital Status	Total (<i>Série A</i> and <i>Série B</i>)		<i>Série A</i> (Major League)		<i>Série B</i> (Minor League)	
	n	%	n	%	n	%
Single	461	42.9%	210	39.3%	251	46.5%
Married	516	48.0%	269	50.3%	247	45.7%
Divorced	55	5.1%	32	6.0%	23	4.3%
Widower	9	.8%	5	.9%	4	.7%
Other	34	3.2%	19	3.6%	15	2.8%
Total	1,075	100.0%	535	100.0%	540	100.0%

Sport spectator profiles and age. Table 14 contains a demographic breakdown of the respondents by age. Overall, the age range of spectators attending the Major League (*Série A*) and Minor League (*Série B*) soccer games appears to be very similar. However, the data shows that comparatively, a greater percentage of the minor league spectators were younger. A total of 37.0% of the spectators at the minor league games fell into the youngest age group, aged 18-24, in comparison to 28.4% of the major league spectators. This is a difference of 8.6%. Similarly, a greater proportion of the spectators at the major league games fell into older age categories. For example, 20.3% of the spectators at major league games were aged 32-40, versus 14.6% of the spectators at the minor league games. This is a difference of 5.7%.

Table 14

Spectator Demographics: Age Group

Age Group	Total (<i>Série A</i> and <i>Série B</i>) N = 1,089		<i>Série A</i> (Major League) n = 542		<i>Série B</i> (Minor League) n = 547	
	n	%	n	%	n	%
18-24	351	32.8%	151	28.4%	200	37.0%
25-31	189	17.6%	105	19.8%	84	15.6%
32-40	187	17.5%	108	20.3%	79	14.6%
41-50	208	19.4%	99	18.6%	109	20.2%
Over 50	136	12.7%	68	12.8%	68	12.6%
Total	1,071	100.0%	531	100.0%	540	100.0%

Sport spectator profiles and frequency of attendance. Table 15, contains a breakdown of the spectator responses by frequency of attendance. Overall, Once a Month, the category signifying least frequent attendance, was the largest group for both major league and minor league spectators, with nearly a third of respondents (31.2%) falling into this category. However, when examining the major league and minor league frequency of attendance demographics separately, a difference become apparent. For both the Major League (*Série A*) and Minor League (*Série B*) soccer games, the largest category of spectators came only Once a Month, or less, the lowest frequency of attendance on the scale. However, for the major league spectators this number was higher (35.3%) than for the minor league spectators (27.1%), a difference of 8.2%. The difference is even larger when examining the percentages of fans coming Twice a Week, or more, which was the highest frequency of attendance on the scale. In this case, the percentage for minor league spectators coming Twice a

Week (22.9%) was very noticeably higher than the percentage of major league spectators coming Twice a Week (13.7%). This is a difference of 9.2%.

Table 15

Spectator Demographics: Frequency of Attendance

Frequency of Attendance	Total (<i>Série A</i> and <i>Série B</i>)		<i>Série A</i> (Major League)		<i>Série B</i> (Minor League)	
	n	%	n	%	n	%
Once a Month	334	31.2%	188	* 35.3%	146	* 27.1%
Twice a Month	158	14.8%	81	15.2%	77	14.3%
Three Times a Month	232	21.7%	116	21.8%	116	21.6%
Once a Week	150	14.0%	74	13.9%	76	14.1%
Twice a Week	196	18.3%	73	* 13.7%	123	* 22.9%
Total	1,070	100.0%	532	100.0%	538	100.0%

Note. * Noticeable differences in Frequency of Attendance at *Série A* (Major League) and *Série B* (Minor League) games.

Significant differences in the sport spectator profiles of fans attending major league (Série A) and minor league (Série B) games in Brazil. A chi-square analysis was conducted to determine whether or not there were significant differences in the demographic sport spectator profiles of respondents attending Major League (*Série A*) and Minor League (*Série B*) Games in Brazil. Two variables (see Table 16, on the following page) were found to differ significantly between the two respective sample populations: Age ($N = 1070$, $df = 1$, $p < .01$), and Frequency of Attendance ($\chi^2 = 18.131$, $df = 4$, $p < .01$). No significant differences were identified in the sample populations for the remaining variables: Ethnicity, Gender, Marital Status, and Level of Education. While these results are quite interesting, they are difficult to explain. However, possible reasons for these uncovered differences in the sport spectator

profiles of major league and minor league fans will be discussed in another section, further on in this chapter.

Table 16

Chi Square Analysis of the Sport Spectator Profiles of Série A (Major League) and Série B (Minor League) Fans

Variable	df	X ²	p-value
Age	4	14.077	< .01
Gender	1	.068	n.s.
Frequency	4	18.131	< .01
Level of Education	8	9.447	n.s.
Marital Status	4	6.616	n.s.
Ethnicity	4	5.638	n.s.

Note. n = 542 for Série A (Major League) spectators; n = 547 for Série B (Minor League) Spectators.

Quantitative Research Question 3

The third quantitative research question examined by this study was designed to determine whether or not there is an interaction between fans' sport spectator profiles and the factors motivating attendance at Major League (*Série A*) and Minor League (*Série B*) professional soccer events in Brazil? The Exact wording of the question is as follows:

RQ3 - Is there an interaction between fans' sport spectator profile and the factors motivating attendance at Major League (*Série A*) and Minor League (*Série B*) professional soccer events in Brazil?

To address this question, various statistical analyses were performed for each spectator demographic variable. Age, Gender, Frequency of Attendance, Marital Status, were found have significant interactions with various motivating factors. Each of these findings will be discussed in the following sections.

Age and six motivating factors for soccer fans in Brazil. To examine the interaction of the demographic variable, Age, and the eleven Motivating Factors

considered by this study, Descriptive Statistics, ANOVAs, and Multiple Comparisons were utilized. Overall, for the combined group of soccer fans attending Major League (*Série A*) and Minor League (*Série B*) games, an ANOVA analysis revealed that six of the motivating factors interacted significantly with Age: Vicarious Achievement, Physical Skill, Social Interaction, Physical Attractiveness, Aggression, and Entertainment Value (see Table 17).

For the combined group of spectators at both major league and minor league games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Age [$F(4, 1066) = 3.54, p = .007$]. Both the oldest respondents, Over 50 ($M = 5.58$), and the youngest respondents, ages 18 – 24, ($M = 5.49$) showed higher responses for appreciation for Vicarious Achievement than the middle three age groups. However, a Multiple Comparison analysis revealed no single age group to differ significantly from any other regarding appreciation for Vicarious Achievement as a factor motivating attendance (see Table 17).

For the combined group of spectators at both major league and minor league games, appreciation for the athletes' Physical Skill was found to significantly differ by Age [$F(4, 1066) = 6.29, p < .001$]. The group with the highest score for Physical Skill as a motivating factor was Over 50 ($M = 5.87$), while the group with the lowest score was ages 18 – 24 ($M = 5.37$). The score for the oldest group, Over 50 ($M = 5.87$), was found to be significantly different in comparison to all of the other four younger age groups (see Table 17).

For spectators at games in both leagues, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Age [$F(4, 1064) = 9.74, p < .001$]. Once more, the oldest age group, Over 50, considered Social Interaction to be most important ($M = 5.91$), especially in comparison to the youngest

age group, ages 18 – 24 ($M = 5.17$). A Multiple Comparison analysis revealed that appreciation for Social Interaction as a factor motivating attendance was significantly different for the youngest age group, ages 18 – 24, in comparison to the three oldest age groups, ages 32 – 40, ages 40 – 50, and Over 50 (see Table 17).

For spectators at both major and minor league games, appreciation for the athletes' Physical Attractiveness as a factor motivating attendance was found to significantly differ by Age [$F(4, 1060) = 4.49, p = .001$]. The group with the highest score for Physical Attractiveness was the youngest group, ages 18 - 24 ($M = 2.30$), while the group with the lowest score was the second-oldest group, ages 40 - 50 ($M = 1.82$). A Multiple Comparison analysis revealed that appreciation for the athletes' Physical Attractiveness was significantly different for the youngest age group, ages 18 – 24, in comparison to three of the older age groups, ages 25 – 31, ages 32 – 40, and ages 40 – 50, but not in comparison to the Over 50 age group (see Table 17).

For spectators at games in both the major and minor league, appreciation for Aggression as a factor motivating attendance was found to significantly differ by Age [$F(4, 1065) = 13.70, p < .001$]. The group with the highest score for Aggression as a motivating factor was the youngest group, ages 18 - 24 ($M = 2.79$), while the group with the lowest score was the second-oldest group, ages 40 - 50 ($M = 2.00$). The score for the youngest age group, ages 18 - 24, was found to be significantly different in comparison to all of the other four older age groups (see Table 17).

For spectators at games in both the major and minor league, appreciation for the Entertainment Value of the game as a factor motivating attendance was found to significantly differ by Age [$F(4, 1066) = 3.49, p = .008$]. The group with the highest score was the oldest age group, Over 50 ($M = 4.76$), while the group with the lowest score was the middle age group, ages 32 - 40 ($M = 4.23$). A Multiple Comparison

analysis revealed that appreciation for the Entertainment Value of the game was significantly different for the middle age group, ages 32 – 40 ($M = 4.23$), in comparison to both the youngest age group, ages 18 – 24 ($M = 4.65$) and the oldest age group, Over 50 ($M = 4.76$) (see Table 17).

Table 17

Interaction of Age and Six Motivating Factors for Soccer Fans in Brazil

Motivating Factor	Age	n	Mean	Std. Deviation
Vicarious Achievement	18-24	351	5.49	1.25
	25-31	189	5.18	1.24
	32-40	187	5.23	1.40
	40-50	208	5.23	1.47
	Over 50	136	5.58	1.24
	Total	1,071	5.35	1.33
Physical Skill	18-24	351	5.37	1.41
	25-31	189	5.19	1.39
	32-40	187	5.23	1.40
	40-50	208	5.46	1.24
	Over 50	136	5.87	1.11
	Total	1,071	5.39	1.35
Social Interaction	18-24	351	5.17	1.58
	25-31	188	5.47	1.47
	32-40	187	5.78	1.36
	40-50	208	5.64	1.33
	Over 50	135	5.91	1.26
	Total	1,069	5.51	1.46
Physical Attractiveness	18-24	349	2.30	1.80
	25-31	187	1.90	1.54
	32-40	187	1.84	1.40

Table 17 (continued).

Motivating Factor	Age	n	Mean	Std. Deviation
Aggression	Over 50	136	1.97	1.50
	Total	1,065	2.02	1.60
	18-24	351	2.79	1.47
	25-31	188	2.28	1.33
	32-40	187	2.25	1.36
	40-50	208	2.00	1.27
	Over 50	136	2.11	1.35
Entertainment	Total	1,070	2.37	1.40
	18-24	351	4.65	1.61
	25-31	189	4.37	1.70
	32-40	187	4.23	1.70
	40-50	208	4.35	1.69
	Over 50	136	4.76	1.54
	Total	1,071	4.48	1.66

Age and two motivating factors for major league (Série A) spectators. For the group of soccer fans attending Major League (*Série A*) soccer games, an ANOVA analysis revealed that two of the motivating factors interacted significantly with Age: Social Interaction, and Enjoyment of Aggression (see Table 18).

For spectators at Major League (*Série A*) soccer games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Age [$F(4, 526) = 7.84, p < .001$]. The two youngest age groups, ages 18 – 24 ($M = 5.19$), and ages 25 – 31 ($M = 5.28$), each considered Social Interaction to be less important as a factor motivating attendance than the three oldest age groups, ages 32 – 40 ($M = 5.97$), ages 41 – 50 ($M = 5.82$), and those Over 50 ($M = 5.88$). A Multiple

Comparisons analysis revealed that appreciation for Social Interaction was significantly different for the youngest age group, ages 18 – 24, in comparison to the three oldest age groups, ages 32 – 40, ages 41 – 50, and Over 50 (see Table 18). Similarly, appreciation for Social Interaction was significantly different for the second youngest age group, ages 25 – 31 in comparison to the three oldest age groups.

For spectators at Major League (*Série A*) soccer games, the results of an ANOVA analysis showed that appreciation for Aggression as a factor motivating attendance differed significantly by Age [$F(4, 526) = 4.45, p = .002$]. The youngest group, ages 18 – 24 ($M = 2.73$), had the highest appreciation for Aggression as a factor motivating attendance, while the second-oldest group, ages 40 – 50 ($M = 2.04$), had the lowest response (Table 18). A Multiple Comparisons analysis showed that the responses of the youngest group, ages 18 – 24, differed significantly from the responses of the second-oldest group, ages 40 – 50.

Table 18

Interaction of Age and Two Motivating Factors for Série A (Major League) Fans

Motivating Factor	Age	n	Mean	Std. Deviation
Social Interaction	18-24	151	5.19	1.56
	25-31	105	5.28	1.53
	32-40	108	5.97	1.30
	40-50	99	5.82	1.11
	Over 50	68	5.88	1.18
	Total	531	5.57	1.42
Aggression	18-24	151	2.73	1.28
	25-31	105	2.30	1.34
	32-40	108	2.38	1.45
	40-50	99	2.04	1.32
	Over 50	68	2.19	1.43
	Total	531	2.37	1.37

Age and ten motivating factors for minor league (Série B) spectators. For the group of soccer fans attending Minor League (*Série B*) soccer games, an ANOVA analysis revealed that ten of the motivating factors interacted significantly with Age: Vicarious Achievement, Aesthetics, Drama, Knowledge, Physical Skill, Social Interaction, Physical Attractiveness, Aggression, Novelty, and Entertainment (see Table 19).

For spectators at minor league soccer games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Age [$F(4, 535) = 3.51, p = .008$]. The middle and second-oldest age groups, ages 32 – 40 ($M = 5.09$), and ages 40 – 50 ($M = 5.23$), had the lowest appreciation for Vicarious Achievement, while the oldest age group, Over 50 ($M = 5.81$) had the highest response. A Multiple Comparisons analysis revealed that the response of the oldest age group, Over 50, significantly differed from the response of the middle age group, ages 31 – 40, and the second-oldest age group, ages 41 – 50 (see Table 19).

For spectators at minor league soccer games, appreciation for Aesthetics as a factor motivating attendance was found to significantly differ by Age [$F(4, 532) = 2.71, p = .029$]. The second-youngest group, ages 25 – 31 ($M = 5.57$), had the lowest appreciation for Aesthetics, while the oldest age group, Over 50 ($M = 6.22$) had the highest response. A Multiple Comparisons analysis revealed that the response of the oldest age group, Over 50, significantly differed from the responses of both the second-youngest and the second oldest age groups, ages 25 – 31 and ages 40 – 50 (see Table 19).

For spectators at minor league soccer games, appreciation for Drama as a factor motivating attendance was found to significantly differ by Age [$F(4, 534) =$

2.47, $p = .044$]. The youngest group, ages 18 – 24 ($M = 4.90$), had the lowest appreciation for Drama as a factor motivating attendance, while the oldest group, Over 50 ($M = 5.45$), had the highest response (Table 19). A Multiple Comparisons analysis showed that the response of the youngest and oldest age groups differed significantly from each other.

For spectators at minor league soccer games, appreciation for Acquisition of Knowledge of the game as a factor motivating attendance was found to significantly differ by Age [$F(4, 534) = 3.01$, $p = .018$]. The second-oldest group, ages 40 - 50 ($M = 4.97$), had the lowest appreciation for Acquisition of Knowledge as a factor motivating attendance, while the oldest group, Over 50 ($M = 5.73$), had the highest response (Table 19). A Multiple Comparisons analysis showed that the response of the second-oldest and the oldest age groups differed significantly from each other.

For spectators at minor league soccer games, appreciation for the athletes' Physical Skill as a factor motivating attendance was found to significantly differ by Age [$F(4, 535) = 6.74$, $p < .001$]. The middle group, ages 32 – 40 ($M = 4.98$), had the lowest appreciation for the athletes' Physical Skill, followed by the second-youngest group, ages 25 – 31 ($M = 5.08$), and the youngest group, ages 18 – 24 ($M = 5.33$), while the oldest group, Over 50 ($M = 6.05$), had the highest response (Table 19). A Multiple Comparisons analysis showed that the response of the oldest group, Over 50, differed significantly from the responses of the three youngest groups, ages 18 – 24, ages 25 – 31, and ages 32 – 40.

For spectators at minor league soccer games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Age [$F(4, 533) = 4.68$, $p = .001$]. The youngest group, ages 18 – 24 ($M = 5.14$), had the lowest appreciation for Social Interaction, while the oldest group, Over 50 ($M = 5.95$),

had the highest response, followed by the second-youngest group, ages 25 – 31 ($M = 5.71$) (Table 19). A Multiple Comparisons analysis showed that the response of the youngest group differed significantly from the responses of the oldest group and the second-youngest group.

For spectators at minor league soccer games, appreciation for the athletes' Physical Attractiveness as a factor motivating attendance was found to significantly differ by Age [$F(4,529) = 3.86, p = .004$]. The youngest group, ages 18 – 24 ($M = 2.39$), had the highest appreciation for Physical Attractiveness, while the middle group, ages 32 – 40 ($M = 1.64$), had the lowest response (Table 19). A Multiple Comparisons analysis showed that the response of the youngest group differed significantly from the responses of the middle group.

For spectators at minor league soccer games, appreciation for Aggression as a factor motivating attendance was found to significantly differ by Age [$F(4, 534) = 9.90, p < .001$]. The youngest group, ages 18 – 24 ($M = 2.84$), had the highest appreciation for Aggression, while the second-oldest group, ages 40 – 50 ($M = 1.97$), had the lowest response (Table 19). A Multiple Comparisons analysis showed that the response of the youngest group differed significantly from the responses of all other age groups.

For spectators at minor league soccer games, appreciation for Novelty as a factor motivating attendance was found to significantly differ by Age [$F(4, 534) = 2.69, p = .031$]. The oldest group, Over 50 ($M = 5.27$) had the highest response, while the youngest group, ages 18 – 24 ($M = 4.61$) had the lowest response (Table 19). A Multiple Comparisons analysis showed that the responses of the oldest group and the youngest group differed significantly from each other.

For spectators at minor league soccer games, Entertainment Value as a factor motivating attendance was found to significantly differ by Age [$F(4, 535) = 4.51, p = .001$]. The middle age group, ages 32 – 40 ($M = 4.06$) had the lowest response, while the oldest age group, Over 50 ($M = 4.81$) had the highest response (Table 19). A Multiple Comparisons analysis showed that the responses of the youngest age group differed significantly from the responses of the middle age group (ages 32 – 40) and the second-oldest age group (ages 40 – 50). Additionally, the response of the middle age group, ages 32 – 40, differed significantly from the response of the oldest age group, Over 50, as well as from the responses of the youngest age group.

Table 19

Interaction of Age and Ten Motivating Factors for Série B (Minor League) Fans

Motivating Factor	Age	n	Mean	Std. Deviation
Vicarious Achievement	18-24	200	5.44	1.25
	25-31	84	5.29	1.22
	32-40	79	5.09	1.40
	40-50	109	5.23	1.38
	Over 50	68	5.81	1.15
	Total	540	5.37	1.30
Aesthetics	18-24	200	5.79	1.41
	25-31	84	5.57	1.53
	32-40	78	5.64	1.18
	40-50	107	5.64	1.47
	Over 50	68	6.22	.85
	Total	537	5.76	1.36
Drama	18-24	200	4.90	1.43
	25-31	83	5.15	1.37
	32-40	79	4.93	1.50
	40-50	109	5.21	1.40
	Over 50	68	5.45	1.33

Table 19 (continued).

Motivating Factor	Age	n	Mean	Std. Deviation
Acquisition of Knowledge	Total	539	5.08	1.42
	18-24	200	5.33	1.49
	25-31	83	5.14	1.53
	32-40	79	5.32	1.30
	40-50	109	4.97	1.62
	Over 50	68	5.73	1.27
Physical Skill	Total	539	5.28	1.48
	18-24	200	5.33	1.50
	25-31	84	5.08	1.55
	32-40	79	4.98	1.38
	40-50	109	5.47	1.24
	Over 50	68	6.05	.938
Social Interaction	Total	540	5.36	1.41
	18-24	200	5.14	1.59
	25-31	83	5.71	1.35
	32-40	79	5.50	1.41
	40-50	109	5.49	1.49
	Over 50	67	5.95	1.34
Physical Attractiveness	Total	538	5.45	1.50
	18-24	198	2.39	1.88
	25-31	82	1.88	1.55
	32-40	79	1.64	1.14
	40-50	107	1.91	1.50
	Over 50	68	2.00	1.50
Aggression	Total	534	2.06	1.63
	18-24	200	2.84	1.60
	25-31	83	2.26	1.33
	32-40	79	2.08	1.20
	40-50	109	1.97	1.23
	Over 50	68	2.03	1.27
Novelty	Total	539	2.36	1.44
	18-24	200	4.61	1.56

Table 19 (continued).

Motivating Factor	Age	n	Mean	Std. Deviation
Entertainment Value	25-31	83	4.65	1.62
	32-40	79	4.87	1.59
	40-50	109	4.92	1.59
	Over 50	68	5.27	1.30
	Total	539	4.80	1.56
	18-24	200	4.77	1.56
	25-31	84	4.36	1.66
	32-40	79	4.06	1.68
	40-50	109	4.23	1.61
	Over 50	68	4.81	1.53
	Total	540	4.50	1.62

Gender and six motivating factors for soccer fans in Brazil. To examine the interaction of the demographic variable, Gender, and the eleven Motivating Factors considered by this study, for the group of all spectators attending both Major League (*Série A*) and Minor League (*Série B*) soccer games, a t-test was conducted. Six of the motivating factors were found to differ significantly in relation to Gender: Aesthetics [$t(1059) = -3.79, p < .001$], Knowledge [$t(1063) = -3.51, p < .001$], Physical Skill [$t(1065) = -9.35, p < .001$], Physical Attractiveness [$t(1059) = -17.21, p < .001$], Aggression [$t(1064) = -5.18, p < .001$], and Novelty [$t(1064) = -2.71, p = .007$]. For all six motivating factors, female spectators reported higher appreciation than male spectators, with the greatest difference visible in three variables: Physical Attractiveness, Physical Skill, and Enjoyment of Aggression (see Table 20). For Physical Attractiveness, the mean response for male spectators ($M = 1.47$) was 1.57 points lower than for female spectators ($M = 3.04$). For Physical Skill, the mean response for male spectators ($M = 5.12$) was 0.78 points lower than the mean response for female spectators ($M = 5.90$). For Enjoyment of Aggression, the mean

response for male spectators ($M = 2.22$) was 0.46 points lower than the mean response for female spectators ($M = 2.68$).

Table 20

Interaction of Gender and Motivating Factors for Soccer Fans in Brazil

Motivating Factor	Gender	n	Mean	Std. Deviation
Aesthetics	Male	690	5.70	1.30
	Female	371	6.01	1.20
Acquisition of Knowledge	Male	692	5.19	1.50
	Female	373	5.52	1.40
Physical Skill	Male	694	5.12	1.36
	Female	373	5.90	1.17
Physical Attractiveness	Male	688	1.47	1.19
	Female	373	3.04	1.75
Enjoyment of Aggression	Male	693	2.22	1.32
	Female	373	2.68	1.51
Novelty	Male	693	4.78	1.51
	Female	373	5.04	1.47

Gender and five motivating factors for major league (Série A) spectators. To examine the interaction of the demographic variable, Gender, and the eleven Motivating Factors considered by this study, for the group of spectators attending Major League (Série A) soccer games, a t-test was conducted. Five of the motivating factors were found to differ significantly in relation to Gender: Knowledge [$t(529) = -2.37$, $p = .018$], Physical Skill [$t(530) = -5.66$, $p < .001$], Physical Attractiveness [$t(530) = -9.61$, $p < .001$], Aggression [$t(530) = -2.35$, $p = .019$], and Novelty [$t(530) = -2.26$, $p = .024$]. For all five motivating factors, female spectators reported higher appreciation than male spectators, with the greatest difference visible in two variables: Physical Attractiveness, and Physical Skill, see Table 21). For Physical

Attractiveness, the mean response for male spectators ($M = 1.55$) was 1.27 points lower than the mean response for female spectators ($M = 2.82$). For Physical Skill, the mean response for male spectators ($M = 5.20$) was 0.64 points lower than the mean response for female spectators ($M=5.84$) (Table 21).

Table 21

Interaction of Gender and Five Motivating Factors for Série A (Major League) Fans

Motivating Factor	Gender	n	Mean	Std. Deviation
Acquisition of Knowledge	Male	343	5.22	1.52
	Female	188	5.53	1.35
Physical Skill	Male	344	5.20	1.32
	Female	188	5.84	1.13
Physical Attractiveness	Male	344	1.55	1.27
	Female	188	2.82	1.75
Aggression	Male	344	2.30	1.35
	Female	188	2.59	1.44
Novelty	Male	344	4.83	1.51
	Female	188	5.13	1.33

Gender and six motivating factors for minor league (Série B) spectators. To examine the interaction of the demographic variable, Gender, and the eleven Motivating Factors considered by this study, for the group of spectators attending Major League (Série A) soccer games, a t-test was conducted. Six of the motivating factors were found to differ significantly in relation to Gender: Physical Attractiveness [$t(527) = -15.05, p < .001$], Physical Skill [$t(533) = -7.52, p < .001$], Enjoyment of Aggression [$t(532) = -4.96, p < .001$], Aesthetics [$t(530) = -3.59, p < .001$], Acquisition of Knowledge [$t(532) = -2.59, p = .010$], and Social Interaction [$t(531) = -2.05, p = .041$]. For all six motivating factors, female spectators reported higher appreciation than male spectators, with the greatest difference visible in three variables: Physical Attractiveness, Physical Skill, and Enjoyment of Aggression (see Table 22). For Physical Attractiveness, the mean response for male spectators ($M = 1.40$) was 1.86

points lower than the mean response for female spectators ($M=3.26$). For Physical Skill, the mean response for male spectators ($M = 5.05$) was 0.91 points lower than the mean response for female spectators ($M = 5.96$). For Enjoyment of Aggression, the mean response for male spectators ($M = 2.14$) was 0.63 points lower than the mean response for female spectators ($M = 2.77$).

Table 22

Interaction of Gender and Six Motivating Factors for Série B (Minor League) Fans

Motivating Factor	Gender	n	Mean	Std. Deviation
Aesthetics	Male	348	5.61	1.38
	Female	184	6.05	1.25
Acquisition of Knowledge	Male	349	5.16	1.48
	Female	185	5.51	1.45
Physical Skill	Male	350	5.05	1.39
	Female	185	5.96	1.21
Social Interaction	Male	349	5.35	1.51
	Female	184	5.63	1.44
Physical Attractiveness	Male	344	1.40	1.11
	Female	185	3.26	1.73
Aggression	Male	349	2.14	1.28
	Female	185	2.77	1.58

Frequency of attendance and eight motivating factors for soccer fans in Brazil. To examine the interaction of the demographic variable, Frequency of Attendance, and the eleven Motivating Factors considered by this study, Descriptive Statistics, ANOVAs, and Multiple Comparisons were utilized. Overall, for the combined group of soccer fans attending Major League (*Série A*) and Minor League (*Série B*) games, an ANOVA analysis revealed that eight of the motivating factors interacted significantly with Frequency of Attendance: Vicarious Achievement,

Aesthetics, Escape, Knowledge, Physical Skill, Social Interaction, Physical Attractiveness, and Entertainment Value (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1065) = 16.33, p < .001$]. Both the middle group, attending 3x/month ($M = 5.72$) and the most frequently attending group, attending 2x/week ($M = 5.72$), showed the highest appreciation for Vicarious Achievement, while the group attending least frequently, 1x/month ($M = 4.99$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Vicarious Achievement of those attending 1x/month differed significantly from the responses of those attending 2x/month and those attending 3x/month, as well as from those attending 2x/week. Additionally, the responses of those attending 1x/week differed significantly from the responses of those attending 3x/month, and those attending 2x/week (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for Aesthetics as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1059) = 4.47, p = .001$]. Both the middle group, attending 3x/month ($M = 6.00$) and the most frequently attending group, attending 2x/week ($M = 6.00$), showed the highest appreciation for Aesthetics, while the group attending least frequently, 1x/month ($M = 5.62$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Aesthetics by those attending 1x/month differed significantly from the responses of those attending 3x/month and those attending 2x/week (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for Escape as a factor motivating attendance was found to

significantly differ by Frequency of Attendance [$F(4,1064) = 6.72, p < .001$]. The most frequently attending group, attending 2x/week ($M = 5.54$), showed the highest appreciation for Escape, while the group attending least frequently, 1x/month ($M = 4.90$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Escape of those attending 1x/month differed significantly from the responses of those attending 3x/month as well as from those attending 2x/week (Table 23). Additionally, the responses of those attending 2x/week differed significantly from the responses of those attending 1x/month, and those attending 2x/month.

For the combined group of spectators at both major league and minor league games, appreciation for Acquisition of Knowledge of the game as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1063) = 5.56, p < .001$]. The most frequently attending group, attending 2x/week ($M = 5.63$), showed the highest appreciation for Acquisition of Knowledge, followed by the middle group, attending 3x/month ($M = 5.47$). The group attending least frequently, 1x/month ($M = 5.06$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Acquisition of Knowledge of those attending 1x/month differed significantly from the responses of those attending 3x/month and those attending 2x/week (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for the Physical Skill of the athletes as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1065) = 3.45, p = .008$]. The most frequently attending group, attending 2x/week ($M = 5.68$), showed the highest appreciation for Physical Skill, while the group attending least frequently, 1x/month ($M = 5.25$), had the lowest response. A Multiple Comparisons

analysis showed that the enjoyment of Physical Skill of those attending 1x/month differed significantly from the responses of those attending 2x/week (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1063) = 3.72, p = .005$]. The most frequently attending group, attending 2x/week ($M = 5.73$), showed the highest appreciation for Social Interaction, followed by the middle group, attending 3x/month ($M = 5.70$). The group attending least frequently, 1x/month ($M = 5.31$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Social Interaction of those attending 1x/month differed significantly from the responses of those attending 3x/month and those attending 2x/week (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for the Physical Attractiveness of the athletes as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1059) = 2.68, p = .031$]. The least frequently attending group, attending 1x/month ($M = 2.24$), showed the highest appreciation for Physical Attractiveness, while the group attending second-most-frequently, 1x/week ($M = 1.78$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Physical Attractiveness of those attending 1x/month differed significantly from the responses of those attending 1x/week (see Table 23).

For the combined group of spectators at both major league and minor league games, appreciation for the Entertainment Value of the game as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4,1065) = 7.03, p = < .001$]. The most-frequently-attending group, attending 2x/week ($M = 4.98$), showed the highest appreciation for Entertainment Value, while the groups

attending least frequently, 1x/month ($M = 4.25$), second-least-frequently, 2x/month ($M = 4.34$), and second-most-frequently, 1x/week ($M = 4.37$), had the lowest responses. A Multiple Comparisons analysis showed that the enjoyment of Entertainment Value of those attending 2x/week differed significantly from the responses of those attending 1x/month and 2x/month, as well as from those attending 1x/week (see Table 23).

Table 23

Interaction of Frequency of Attendance and Eight Motivating Factors for Soccer Fans in Brazil

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Vicarious Achievement	1x/month	334	4.99	1.43
	2x/month	158	5.39	1.29
	3x/month	232	5.72	1.10
	1x/week	150	5.17	1.31
	2x/week	196	5.72	1.18
	Total	1,070	5.37	1.32
Aesthetics	1x/month	330	5.62	1.39
	2x/month	157	5.70	1.33
	3x/month	231	6.00	1.13
	1x/week	150	5.81	1.22
	2x/week	196	6.00	1.25
	Total	1,064	5.81	1.29
Escape	1x/month	334	4.90	1.65
	2x/month	158	5.07	1.65

Table 23 (continued).

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Acquisition of Knowledge	3x/month	231	5.42	1.42
	1x/week	150	5.16	1.55
	2x/week	196	5.54	1.57
	Total	1,069	5.19	1.59
	1x/month	333	5.06	1.49
	2x/month	158	5.28	1.49
	3x/month	231	5.47	1.36
Physical Skill	1x/week	150	5.25	1.43
	2x/week	196	5.63	1.48
	Total	1,068	5.31	1.47
	1x/month	334	5.25	1.33
	2x/month	158	5.34	1.42
	3x/month	232	5.46	1.33
	1x/week	150	5.31	1.31
Social Interaction	2x/week	196	5.68	1.36
	Total	1,070	5.40	1.36
	1x/month	334	5.31	1.49
	2x/month	158	5.48	1.47
	3x/month	230	5.70	1.30
	1x/week	150	5.49	1.46
	2x/week	196	5.73	1.50
Physical Attractiveness	Total	1,068	5.52	1.45
	1x/month	333	2.24	1.72
	2x/month	158	1.92	1.49
	3x/month	231	1.96	1.53

Table 23 (continued).

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Entertainment Value	1x/week	150	1.78	1.40
	2x/week	192	2.05	1.71
	Total	1,064	2.03	1.61
	1x/month	334	4.25	1.71
	2x/month	158	4.34	1.72
	3x/month	232	4.61	1.58
	1x/week	150	4.37	1.55
	2x/week	196	4.98	1.56
	Total	1,070	4.49	1.66

Frequency of attendance and five motivating factors for major league (Série A) spectators. For Brazilian soccer fans attending Major League (*Série A*) games, an ANOVA analysis revealed that five of the motivating factors interacted significantly with Frequency of Attendance: Vicarious Achievement, Aesthetics, Escape, Knowledge, and Social Interaction (see Table 24).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 527) = 9.18, p < .001$]. The group attending least frequently, 1x/month ($M = 4.95$), had the lowest response, while the middle group, attending 3x/month ($M = 5.79$), had the highest response. A Multiple Comparisons analysis showed that the enjoyment of Vicarious Achievement by those attending 1x/month differed significantly from the responses of those attending 2x/month and those attending 3x/month, as well as from those attending 2x/week. The responses of those attending 3x/month also differed significantly from the responses of those attending 1x/week (see Table 24).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Aesthetics as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 524) = 2.83, p = .024$]. The middle-attendance group, attending 3x/month ($M = 6.08$) showed the highest appreciation for Aesthetics, while the group attending least frequently, 1x/month ($M = 5.65$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Aesthetics by those attending 1x/month and 3x/month differed significantly from each other (see Table 24).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Escape as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 526) = 2.99, p = .018$]. The middle-attendance group, attending 3x/month ($M = 5.49$), showed the highest appreciation for Escape, while the groups attending second-most-frequently 1x/week ($M = 4.94$) and least frequently, 1x/month ($M = 4.96$), had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Escape of those attending 1x/month differed significantly from the responses of those attending 3x/month (see Table 24).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Acquisition of Knowledge of the game as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 526) = 2.33, p = .055$]. the group attending most frequently, 2x/week ($M = 5.60$), had the highest response, while the second-most-frequently attending group, attending 1x/week ($M = 5.16$), and the least-frequently attending group, attending 1x/month ($M = 5.16$), had the lowest responses. However, a Multiple Comparisons analysis showed that no frequency of attendance bracket had an enjoyment of Acquisition of

Knowledge that differed significantly from any other frequency of attendance group (see Table 24).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 527) = 2.62, p = .034$]. The group attending most frequently, 2x/week ($M = 5.84$), and the mid-range attendance group, attending 3x/month ($M = 5.84$), had the highest response. The second-most-frequently attending group, attending 1x/week ($M = 5.40$), and the least-frequently attending group, attending 1x/month ($M = 5.42$), had the lowest responses. However, a Multiple Comparisons analysis showed that no frequency of attendance bracket had an enjoyment of Social Interaction that differed significantly from any other frequency of attendance group (see Table 24).

Table 24

Interaction of Frequency of Attendance and Five Motivating Factors for Série A (Major League) Fans

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Vicarious Achievement	Once a month	188	4.95	1.47
	Twice a month	81	5.61	1.22
	Three times a month	116	5.79	1.04
	Once a week	74	5.26	1.28
	Twice a week	73	5.58	1.27
	Total	532	5.36	1.34
Aesthetics	Once a month	185	5.65	1.30
	Twice a month	81	5.99	1.06

Table 24 (continued).

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Escape	Three times a month	116	6.08	.98
	Once a week	74	5.97	1.14
	Twice a week	73	5.83	1.40
	Total	529	5.87	1.20
	Once a month	188	4.96	1.59
	Twice a month	81	5.26	1.57
	Three times a month	115	5.49	1.37
	Once a week	74	4.94	1.56
	Twice a week	73	5.42	1.77
	Total	531	5.18	1.57
Acquisition of Knowledge	Once a month	187	5.16	1.43
	Twice a month	81	5.43	1.38
	Three times a month	116	5.55	1.41
	Once a week	74	5.16	1.46
	Twice a week	73	5.60	1.58
	Total	531	5.35	1.45
Social Interaction	Once a month	188	5.42	1.44
	Twice a month	81	5.61	1.41
	Three times a month	116	5.84	1.21
	Once a week	74	5.40	1.51
	Twice a week	73	5.84	1.40
	Total	532	5.59	1.40

Frequency of attendance and six motivating factors for minor league (Série B)

spectators. For Brazilian soccer fans attending Minor League (*Série B*) games, an

ANOVA analysis revealed that six of the motivating factors interacted significantly with Frequency of Attendance: Vicarious Achievement, Aesthetics, Escape, Knowledge, Physical Attractiveness, and Entertainment Value (see Table 25).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 533) = 9.22, p < .001$]. The group attending most frequently, 2x/week ($M = 5.81$), and the mid-range attendance group, attending 3x/month ($M = 5.65$), had the highest responses. The group attending least-frequently, 1x/month ($M = 5.03$), had the lowest response, followed by the group attending second-most frequently, 1x/week ($M = 5.09$), and the group attending second-least-frequently, 2x/month ($M = 5.15$). A Multiple Comparisons analysis showed that the enjoyment of Vicarious Achievement by those attending 2x/week differed significantly from the responses of those attending 1x/month, 2x/month, and 1x/week. Additionally the responses of those attending 3x/month differed significantly from those attending 1x/month and 1x/week (see Table 25).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Aesthetics as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 530) = 4.42, p = .002$]. The group attending most frequently, 2x/week ($M = 6.09$) had the highest responses, while the group attending second-least-frequently, 2x/month ($M = 5.40$) had the lowest response, followed by the group attending least-frequently, 1x/month ($M = 5.58$). A Multiple Comparisons analysis showed that the enjoyment of Aesthetics by those attending 2x/week differed significantly from the responses of those attending 2x/month, and 1x/month (see Table 25).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Escape as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 533) = 5.48, p < .001$]. The group attending most frequently, 2x/week ($M = 5.61$) had the highest responses, while the group attending least-frequently, 1x/month ($M = 4.82$) had the lowest response, followed by the group attending second-least-frequently, 2x/month ($M = 4.87$). A Multiple Comparisons analysis showed that the enjoyment of Escape by those attending 2x/week differed significantly from the responses of those attending 1x/month, and 2x/month (see Table 25).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Acquisition of Knowledge of the game as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 532) = 4.34, p = .002$]. The group attending most frequently, 2x/week ($M = 5.64$) had the highest responses, while the group attending least-frequently, 1x/month ($M = 4.94$) had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Acquisition of Knowledge of the game by those attending 2x/week differed significantly from the responses of those attending 1x/month (see Table 25).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for the Physical Attractiveness of the players as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 527) = 3.11, p = .015$]. The group attending least frequently, 1x/month ($M = 2.43$) had the highest responses, while the group with mid-range attendance, attending 3x/month ($M = 1.79$) had the lowest response. A Multiple Comparisons analysis showed that the appreciation for the Physical Attractiveness of the players by those attending

1x/month differed significantly from the responses of those attending 3x/month (see Table 25).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for the Entertainment Value of the game as a factor motivating attendance was found to significantly differ by Frequency of Attendance [$F(4, 533) = 8.89, p < .001$]. The group attending most frequently, 2x/week ($M = 5.16$) had the highest responses, followed by the group with median attendance, attending 3x/month ($M = 4.63$), while the group attending least-frequently, 1x/month ($M = 4.07$) had the lowest response. A Multiple Comparisons analysis showed that the enjoyment of Entertainment Value by those attending 2x/week and 3x/month each differed significantly from the responses of those attending least frequently, 1x/month. Additionally, the responses of those attending 2x/week differed significantly from those attending 2x/month and from those attending 1x/week (see Table 25).

Table 25

Interaction of Frequency of Attendance and Six Motivating Factors for Série B (Minor League) Fans

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Vicarious achievement	Once a month	146	5.03	1.38
	Twice a month	77	5.15	1.33
	Three times a month	116	5.65	1.15
	Once a week	76	5.09	1.34
	Twice a week	123	5.81	1.12
	Total	538	5.37	1.30
Aesthetics	Once a month	145	5.58	1.50

Table 25 (continued).

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
Escape	Twice a month	76	5.40	1.51
	Three times a month	115	5.93	1.27
	Once a week	76	5.66	1.28
	Twice a week	123	6.09	1.15
	Total	535	5.76	1.37
	Once a month	146	4.82	1.73
	Twice a month	77	4.87	1.72
	Three times a month	116	5.35	1.46
	Once a week	76	5.37	1.53
	Twice a week	123	5.61	1.43
Acquisition of Knowledge	Total	538	5.20	1.61
	Once a month	146	4.94	1.57
	Twice a month	77	5.12	1.60
	Three times a month	115	5.39	1.32
	Once a week	76	5.35	1.40
	Twice a week	123	5.64	1.43
Physical attractiveness	Total	537	5.28	1.49
	Once a month	145	2.43	1.77
	Twice a month	77	2.06	1.60
	Three times a month	115	1.79	1.45
	Once a week	76	1.85	1.50
	Twice a week	119	1.99	1.69
Entertainment Value	Total	532	2.06	1.64
	Once a month	146	4.07	1.67

Table 25 (continued).

Motivating Factor	Frequency attendance	n	Mean	Std. Deviation
	Twice a month	77	4.25	1.75
	Three times a month	116	4.63	1.54
	Once a week	76	4.39	1.53
	Twice a week	123	5.16	1.41
	Total	538	4.51	1.62

Level of education and nine motivating factors for soccer fans in Brazil. To examine the interaction of the demographic variable, Level of Education, and the eleven Motivating Factors considered by this study, Descriptive Statistics, ANOVAs, and Multiple Comparisons were utilized. Overall, for the combined group of soccer fans attending Major League (*Série A*) and Minor League (*Série B*) games, an ANOVA analysis revealed that nine of the motivating factors interacted significantly with Level of Education: Vicarious Achievement, Aesthetics, Escape, Knowledge, Physical Skill, Social Interaction, Physical Attractiveness, Aggression, and Novelty (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1075) = 39.13, p < .001$]. Spectators with some Elementary ($M = 5.94$) education, reported the highest enjoyment of Vicarious Achievement, followed by those with some High School ($M = 5.60$) education. Those with some College ($M = 5.00$) education reported the least enjoyment of Vicarious Achievement. A Multiple Comparisons analysis showed that

the enjoyment of Vicarious Achievement for spectators in each of the Level of Education sub-groups differed significantly from the enjoyment of spectators in the other two sub-groups (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Aesthetics as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1069) = 4.77, p = .009$]. Spectators with some High School ($M = 5.95$) education, reported the highest enjoyment of Aesthetics, while those with some College ($M = 5.70$) education reported the least enjoyment, followed by those with some Elementary ($M = 5.72$) education. A Multiple Comparisons analysis showed that the responses of spectators with some High School education differed significantly from the responses of those with some College education (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Escape as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1074) = 13.66, p < .001$]. Spectators with some Elementary ($M = 5.76$) education, reported the highest enjoyment of Escape, followed by those with some High School ($M = 5.29$) education. Those with some College ($M = 4.96$) education reported the least enjoyment of Escape. A Multiple Comparisons analysis showed that the enjoyment of Escape for spectators in each of the Level of Education sub-groups differed significantly from the enjoyment of spectators in the other two sub-groups (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Acquisition of Knowledge of the game as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1073) = 22.14, p < .001$]. Spectators with some Elementary ($M = 5.84$) education, reported the

highest enjoyment of Acquisition of Knowledge, followed by those with some High School ($M = 5.51$) education. Those with some College ($M = 5.01$) education reported the least enjoyment of Acquisition of Knowledge of the game. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for the Physical Skill of the athletes as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1075) = 8.42$, $p < .001$]. Spectators with some Elementary ($M = 5.73$) education, reported the highest enjoyment of Physical Skill, followed by those with some High School ($M = 5.50$) education. Those with some College ($M = 5.23$) education reported the least enjoyment of Physical Skill. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1073) = 3.82$, $p = .022$]. Spectators with some Elementary ($M = 5.71$) education, reported the highest enjoyment of Social Interaction, followed by those with some High School ($M = 5.61$) education. Those with some College ($M = 5.39$) education reported the least enjoyment of Social Interaction. However, a Multiple Comparisons analysis showed

that no Level of Education sub-group had an enjoyment of Social Interaction that differed significantly from any other Level of Education sub-group (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for the Physical Attractiveness of the athletes as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1069) = 10.75, p < .001$]. Spectators with some Elementary ($M = 2.68$) education, reported the highest enjoyment of Physical Attractiveness, followed by those with some High School ($M = 2.03$) education. Those with some College ($M = 1.89$) education reported the least enjoyment of Physical Attractiveness. A Multiple Comparisons analysis showed that the responses of spectators with some Elementary education differed significantly from both the responses of those with some High School education and the responses of those with some College education (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Aggression as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1074) = 16.21, p < .001$]. Spectators with some Elementary ($M = 2.91$) education, reported the highest enjoyment of Aggression, followed by those with some High School ($M = 2.51$) education. Those with some College ($M = 2.15$) education reported the least enjoyment of Aggression. A Multiple Comparisons analysis showed that the enjoyment of Aggression for spectators in each of the Level of Education sub-groups differed significantly from the enjoyment of spectators in the other two sub-groups (see Table 26).

For the combined group of spectators at both major league and minor league games, appreciation for Novelty as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 1073) = 8.12, p < .001$]. Spectators

with some College ($M = 4.67$) education, reported the lowest enjoyment of Novelty, while those with some Elementary ($M = 5.04$) education and those with some High School ($M = 5.04$) education reported the most enjoyment of Novelty. A Multiple Comparisons analysis showed that the responses of spectators with some High School and Elementary education differed significantly from the responses of those with some College education (see Table 26).

Table 26

Interaction of Level of Education and Nine Motivating Factors for Soccer Fans in Brazil

Motivating Factor	Education	n	Mean	Std. Deviation
Vicarious Achievement	Elementary School	108	5.94	1.28
	High School	467	5.60	1.26
	College	503	5.00	1.30
	Total	1078	5.36	1.33
Aesthetics	Elementary School	105	5.72	1.44
	High School	464	5.95	1.25
	College	503	5.70	1.28
	Total	1072	5.81	1.28
Escape	Elementary School	108	5.76	1.38
	High School	466	5.29	1.62
	College	503	4.96	1.58
	Total	1077	5.18	1.59
Acquisition of Knowledge	Elementary School	108	5.84	1.28
	High School	465	5.51	1.43
	College	503	5.01	1.49
	Total	1076	5.31	1.47
Physical Skill	Elementary School	108	5.73	1.29
	High School	467	5.50	1.36

Table 26 (continued).

Motivating Factor	Education	n	Mean	Std. Deviation
Social Interaction	Total	1078	5.40	1.35
	Elementary School	108	5.71	1.50
	High School	466	5.61	1.48
	College	502	5.39	1.43
Physical Attractiveness	Total	1076	5.52	1.46
	Elementary School	106	2.68	1.97
	High School	465	2.03	1.64
	College	501	1.89	1.45
Aggression	Total	1072	2.03	1.60
	Elementary School	108	2.91	1.84
	High School	466	2.51	1.36
	College	503	2.15	1.31
Novelty	Total	1077	2.38	1.42
	Elementary School	108	5.04	1.59
	High School	465	5.04	1.57
	College	503	4.67	1.41
	Total	1076	4.87	1.51

Level of education and nine motivating factors for major league (Série A)

spectators. For soccer fans attending Major League (*Série A*) soccer games in Brazil, an ANOVA analysis revealed that nine of the motivating factors interacted significantly with Level of Education: Vicarious Achievement, Aesthetics, Escape, Knowledge, Physical Skill, Social Interaction, Physical Attractiveness, Aggression, and Novelty (see Table 27). These are the same motivating factors found to have significant interactions for the combined group of spectators at both Major League (*Série A*) and Minor League (*Série A*) soccer games.

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 534) = 23.88, p > .001$]. Spectators with some Elementary ($M = 5.92$) education, reported the highest enjoyment of Vicarious Achievement, followed by those with some High School ($M = 5.63$) education. Those with some College ($M = 4.92$) education reported the least enjoyment of Vicarious Achievement. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Aesthetics as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 531) = 3.36, p = 0.36$]. Spectators with some High School ($M = 6.01$) education, reported the highest enjoyment of Aesthetics, while spectators with some College ($M = 5.73$) education reported the lowest enjoyment, followed by those with some Elementary ($M = 5.77$) education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some High School education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Escape as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 533) = 12.96, p < .001$]. Spectators with some Elementary ($M = 5.78$) education, reported the highest enjoyment of Escape, followed by those with some High School ($M = 5.39$) education. Spectators with some College ($M = 4.82$) education reported the least enjoyment of Escape. A Multiple

Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Acquisition of Knowledge about the game as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 533) = 13.06$, $p < .001$]. Spectators with some Elementary ($M = 5.77$) education, reported the highest enjoyment of Acquisition of Knowledge, followed by those with some High School ($M = 5.58$) education. Spectators with some College ($M = 4.99$) education reported the least enjoyment of Acquisition of Knowledge. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for the Physical Skill of the athletes as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 534) = 3.65$, $p = .027$]. Spectators with some Elementary ($M = 5.72$) education, reported the highest enjoyment of Physical Skill, followed by those with some High School ($M = 5.52$) education. Spectators with some College ($M = 5.28$) education reported the least enjoyment of Physical Skill. However, a Multiple Comparisons analysis showed that, among soccer fans attending Major League (*Série A*) games, no Level of Education sub-group had an enjoyment of Physical Skill that differed significantly from any other Level of Education sub-group (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 534) = 6.33, p = .002$]. Spectators with some Elementary ($M = 5.84$) education, reported the highest enjoyment of Social Interaction, followed by those with some High School ($M = 5.76$) education. Spectators with some College ($M = 5.34$) education reported the least enjoyment of Social Interaction. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for the Physical Attractiveness of the athletes as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 534) = 11.26, p < .001$]. Spectators with some Elementary ($M = 2.88$) education, reported the highest enjoyment of Physical Attractiveness. Spectators with some College ($M = 1.79$) education reported the least enjoyment of Physical Attractiveness, followed by those with some High School ($M = 2.01$) education. A Multiple Comparisons analysis showed that the responses of spectators with some Elementary education differed significantly from both the responses of those with some High School education and the responses of those with some College education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Aggression as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 534) = 13.82, p < .001$]. Spectators with some Elementary ($M = 3.21$) education, reported the highest enjoyment of Aggression. Spectators with some College ($M = 2.16$) education reported the least

enjoyment of Aggression, followed by those with some High School ($M = 2.45$) education. A Multiple Comparisons analysis showed that the responses of spectators with some Elementary education differed significantly from both the responses of those with some High School education and the responses of those with some College education (see Table 27).

For Brazilian soccer fans attending Major League (*Série A*) games, appreciation for Novelty as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 533) = 6.53, p = .002$]. Spectators with some College ($M = 4.70$) education, reported the lowest enjoyment of Novelty, while spectators with some High School ($M = 5.15$) education reported the highest enjoyment, followed by those with some Elementary ($M = 5.12$) education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from the responses of those with some High School education (see Table 27).

Table 27

Interaction of Level of Education and Nine Motivating Factors for Série A (Major League) Fans

Motivating Factor	Education	n	Mean	Std. Deviation
Vicarious Achievement	Elementary School	56	5.92	1.21
	High School	240	5.63	1.28
	College	241	4.92	1.34
	Total	537	5.34	1.35
Aesthetics	Elementary School	55	5.77	1.31
	High School	238	6.01	1.14
	College	241	5.73	1.22
	Total	534	5.86	1.20

Table 27 (continued).

Motivating Factor	Education	n	Mean	Std. Deviation
	High School	239	5.39	1.54
	College	241	4.82	1.62
	Total	536	5.17	1.58
Acquisition of Knowledge	Elementary School	56	5.77	1.29
	High School	239	5.58	1.40
	College	241	4.99	1.50
	Total	536	5.34	1.46
Physical Skill	Elementary School	56	5.72	1.18
	High School	240	5.52	1.28
	College	241	5.28	1.33
	Total	537	5.43	1.30
Social Interaction	Elementary School	56	5.84	1.38
	High School	240	5.76	1.36
	College	241	5.34	1.45
	Total	537	5.58	1.42
Physical Attractiveness	Elementary School	56	2.88	1.99
	High School	240	2.01	1.66
	College	241	1.79	1.30
	Total	537	2.00	1.58
Aggression	Elementary School	56	3.21	1.91
	High School	240	2.45	1.34
	College	241	2.16	1.22
	Total	537	2.40	1.39
Novelty	Elementary School	56	5.12	1.53
	High School	239	5.15	1.48
	College	241	4.70	1.37
	Total	536	4.94	1.45

Level of education and five motivating factors for minor league (Série B)

spectators. For soccer fans attending Minor League (*Série B*) soccer games in Brazil, an ANOVA analysis revealed that only five of the motivating factors interacted significantly with Level of Education: Vicarious Achievement, Escape, Knowledge, Physical Skill, and Aggression (see Table 28).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Vicarious Achievement as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 538) = 15.94, p < .001$]. Spectators with some College ($M = 5.07$) education, reported the lowest enjoyment of Vicarious Achievement, while spectators with some Elementary ($M = 5.97$) education reported the highest enjoyment, followed by those with some High School ($M = 5.57$) education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 28).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Escape as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 538) = 3.72, p = .025$]. Spectators with some Elementary ($M = 5.75$) education, reported the highest enjoyment of Escape, while spectators with some College ($M = 5.08$) education reported the least enjoyment of Escape, followed by spectators with some High School ($M = 5.19$) education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from the responses of those with some Elementary education (see Table 28).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Acquisition of Knowledge as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 537) = 9.76, p < .001$]. Spectators with some College ($M = 5.03$) education, reported the lowest enjoyment of Acquisition of Knowledge, while spectators with some Elementary ($M = 5.91$) education reported the highest enjoyment, followed by spectators with some High School ($M = 5.43$) education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from both the responses of those with some Elementary education and the responses of those with some High School education (see Table 28).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for the Physical Skill of the athletes as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 538) = 4.66, p = .010$]. Spectators with some College ($M = 5.19$) education reported the lowest enjoyment of Physical Skill, while spectators with some Elementary ($M = 5.74$) education reported the highest enjoyment, followed by spectators with some High School ($M = 5.47$) education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from the responses of those with some Elementary education (see Table 28).

For Brazilian soccer fans attending Minor League (*Série B*) games, appreciation for Aggression as a factor motivating attendance was found to significantly differ by Level of Education [$F(2, 537) = 5.97, p = .003$]. Spectators with some College ($M = 2.15$) education reported the lowest enjoyment of Aggression, while spectators with some Elementary ($M = 2.58$) education reported the highest enjoyment, followed by spectators with some High School ($M = 2.57$)

education. A Multiple Comparisons analysis showed that the responses of spectators with some College education differed significantly from the responses of those with some High School education (see Table 28).

Table 28

Interaction of Level of Education and Five Motivating Factors for Série B (Minor League) Fans

Motivating Factor	Education	n	Mean	Std. Deviation
Vicarious Achievement	Elementary School	52	5.97	1.36
	High School	227	5.57	1.23
	College	262	5.07	1.27
	Total	541	5.37	1.30
Escape	Elementary School	52	5.75	1.54
	High School	227	5.19	1.69
	College	262	5.08	1.52
	Total	541	5.19	1.61
Acquisition of Knowledge	Elementary School	52	5.91	1.28
	High School	226	5.43	1.46
	College	262	5.03	1.50
	Total	540	5.28	1.48
Physical Skill	Elementary School	52	5.74	1.42
	High School	227	5.47	1.44
	College	262	5.19	1.36
	Total	541	5.36	1.41
Aggression	Elementary School	52	2.58	1.71
	High School	226	2.57	1.39
	College	262	2.15	1.40
	Total	540	2.37	1.44

Marital status and four motivating factors for soccer fans in Brazil. To examine the interaction of the demographic variable, Marital Status, and the eleven

Motivating Factors considered by this study, Descriptive Statistics, ANOVAs, and Multiple Comparisons were utilized. Overall, for the combined group of soccer fans attending Major League (*Série A*) and Minor League (*Série B*) games, an ANOVA analysis revealed that four of the motivating factors interacted significantly with Frequency of Attendance: Physical Skill, Social Interaction, Physical Attractiveness, and Aggression (see Table 29).

For the combined group of spectators at both major league and minor league games, appreciation for the athletes' Physical Skill as a factor motivating attendance was found to significantly differ by Marital Status [$F(2, 1029) = 3.82, p = .022$]. Married spectators ($M = 5.49$), showed the highest appreciation for Physical Skill, while Divorced spectators ($M = 5.19$), had the lowest response, and Single spectators ($M = 5.27$) fell in the middle. A Multiple Comparisons analysis showed that the enjoyment of Physical Skill of Single spectators differed significantly from the responses of Married spectators (see Table 29).

For the combined group of spectators at both major league and minor league games, appreciation for Social Interaction as a factor motivating attendance was found to significantly differ by Marital Status [$F(2, 1028) = 10.56, p < .001$]. Married spectators ($M = 5.71$), showed the highest appreciation for Social Interaction, while Single spectators ($M = 5.29$), had the lowest response, followed by Divorced spectators ($M = 5.36$). A Multiple Comparisons analysis showed that the enjoyment of Social Interaction of Single spectators differed significantly from the responses of Married spectators (see Table 29).

For the combined group of spectators at both major league and minor league games, appreciation for the Physical Attractiveness of the athletes as a factor motivating attendance was found to significantly differ by Marital Status [$F(2, 1024)$

= 4.11, $p = .017$]. Single spectators ($M = 2.19$), showed the highest appreciation for Physical Attractiveness, while Married spectators ($M = 1.89$), had the lowest response, and Divorced spectators ($M = 2.01$) fell in the middle. A Multiple Comparisons analysis showed that the enjoyment of Physical Attractiveness of Single spectators differed significantly from the responses of Married spectators (see Table 29).

For the combined group of spectators at both major league and minor league games, appreciation for Aggression as a factor motivating attendance was found to significantly differ by Marital Status [$F(2, 1028) = 14.72, p < .001$]. Single spectators ($M = 2.64$), showed the highest appreciation for Aggression, while Married spectators ($M = 2.16$), had the lowest response, followed by Divorced spectators ($M = 2.21$). A Multiple Comparisons analysis showed that the enjoyment of Aggression of Single spectators differed significantly from the responses of Married spectators (see Table 29).

Table 29

Interaction of Marital Status and Four Motivating Factors for Soccer Fans in Brazil

Motivating Factor	Status	n	Mean	Std. Deviation
Physical Skill	Single	461	5.27	1.43
	Married	516	5.49	1.26
	Divorced	55	5.19	1.48
	Total	1032	5.37	1.35
Social Interaction	Single	461	5.29	1.54
	Married	515	5.71	1.33
	Divorced	55	5.36	1.56
	Total	1031	5.50	1.45
Physical Attractiveness	Single	460	2.19	1.74

Table 29 (continued).

Motivating Factor	Status	n	Mean	Std. Deviation
Aggression	Married	512	1.89	1.48
	Divorced	55	2.01	1.64
	Total	1027	2.03	1.61
	Single	461	2.64	1.49
	Married	515	2.16	1.30
	Divorced	55	2.21	1.56
	Total	1031	2.38	1.42

Marital status and four motivating factors for major league (Série A)

spectators. For soccer fans attending Major League (*Série A*) soccer games in Brazil, an ANOVA analysis revealed that four of the motivating factors interacted significantly with Marital Status: Aesthetics, Social Interaction, Aggression, and Novelty (see Table 30).

For Brazilian soccer fans attending Major League (*Série A*) games, an ANOVA analysis indicated that appreciation for Aesthetics as a factor motivating attendance significantly differed by Marital Status [$F(2,505) = 2.97, p = .052$]. Married spectators ($M = 5.96$) had the highest level of appreciation for Aesthetics, while Divorced spectators ($M = 5.47$) had the lowest response, with Single spectators ($M = 5.78$) falling in the middle. A Multiple Comparisons analysis showed that none of the responses from any particular group varied significantly from each other (see Table 30).

For Brazilian soccer fans attending Major League (*Série A*) games, an ANOVA analysis indicated that appreciation for Social Interaction as a factor motivating attendance significantly differed by Marital Status [$F(2,508) = 7.75, p < .001$]. Married spectators ($M = 5.80$) had the highest level of appreciation for Social

Interaction, while Single spectators ($M = 5.30$) had the lowest response, followed by Divorced spectators ($M = 5.43$). A Multiple Comparisons analysis showed that the responses of Married spectators differed significantly from those of Single spectators (see Table 30).

For Brazilian soccer fans attending Major League (*Série A*) games, an ANOVA analysis indicated that appreciation for Aggression as a factor motivating attendance significantly differed by Marital Status [$F(2,508) = 4.75, p = .009$]. Single spectators ($M = 2.59$) had the highest level of appreciation for Aggression, followed by Divorced spectators ($M = 2.58$), while Married spectators ($M = 2.21$) had the lowest response. A Multiple Comparisons analysis showed that the responses of Single spectators differed significantly from those of Married spectators (see Table 30).

For Brazilian soccer fans attending Major League (*Série A*) games, an ANOVA analysis indicated that appreciation for Novelty as a factor motivating attendance significantly differed by Marital Status [$F(2,508) = 3.21, p = .041$]. Single spectators ($M = 5.07$) had the highest level of appreciation for Novelty, followed by Married spectators ($M = 4.96$), while Divorced spectators ($M = 4.39$) had the lowest response. A Multiple Comparisons analysis showed that the responses of Single spectators differed significantly from those of Divorced spectators (see Table 30).

Table 30

Interaction of Marital Status and Four Motivating Factors for Série A (Major League) Fans

Motivating Factor	Status	n	Mean	Std. Deviation
Aesthetics	Single	210	5.78	1.18
	Married	267	5.96	1.13
	Divorced	31	5.47	1.76
	Total	508	5.86	1.20
Social Interaction	Single	210	5.30	1.49
	Married	269	5.80	1.30
	Divorced	32	5.43	1.36
	Total	511	5.57	1.41
Aggression	Single	210	2.59	1.34
	Married	269	2.21	1.37
	Divorced	32	2.58	1.62
	Total	511	2.39	1.39
Novelty	Single	210	5.07	1.34
	Married	269	4.96	1.47
	Divorced	32	4.39	1.68
	Total	511	4.97	1.44

Marital status and four motivating factors for minor league (Série B)

spectators. For soccer fans attending Minor League (*Série B*) soccer games in Brazil, an ANOVA analysis revealed that four of the motivating factors interacted significantly with Marital Status: Social Interaction, Physical Attractiveness, Aggression, and Novelty (see Table 31).

For Brazilian soccer fans attending Minor League (*Série B*) games, an ANOVA analysis indicated that appreciation for Social Interaction as a factor motivating attendance significantly differed by Marital Status [$F(2, 517) = 3.20, p =$

.041]. Married spectators ($M = 5.61$) had the highest level of appreciation for Social Interaction, while Divorced spectators ($M = 5.26$) had the lowest response, followed by Single spectators ($M = 5.28$). A Multiple Comparisons analysis showed that the responses of Single spectators differed significantly from those of Married spectators (see Table 31).

For Brazilian soccer fans attending Minor League (*Série B*) games, an ANOVA analysis indicated that appreciation for the Physical Attractiveness of the athletes as a factor motivating attendance significantly differed by Marital Status [$F(2, 513) = 4.11, p = .017$]. Single spectators ($M = 2.27$) had the highest level of appreciation for Physical Attractiveness, while Married spectators ($M = 1.85$) had the lowest response, followed by Divorced spectators ($M = 1.90$). A Multiple Comparisons analysis showed that the responses of Single spectators differed significantly from those of Married spectators (see Table 31).

For Brazilian soccer fans attending Minor League (*Série B*) games, an ANOVA analysis indicated that appreciation for Aggression as a factor motivating attendance significantly differed by Marital Status [$F(2, 517) = 13.02, p < .001$]. Single spectators ($M = 2.69$) had the highest level of appreciation for Aggression, while Divorced spectators ($M = 1.69$) had the lowest response and Married spectators ($M = 2.11$) were in the middle. A Multiple Comparisons analysis showed that the responses of Single spectators differed significantly from those of both Divorced and Married spectators (see Table 31).

For Brazilian soccer fans attending Minor League (*Série B*) games, an ANOVA analysis indicated that appreciation for Novelty as a factor motivating attendance significantly differed by Marital Status [$F(2, 517) = 3.72, p = .025$]. Divorced spectators ($M = 5.40$) had the highest level of appreciation for Novelty,

while Single spectators ($M = 4.62$) had the lowest response and spectators who were Married ($M = 4.89$) fell in the middle. However, a Multiple Comparisons analysis showed that no Marital Status sub-group had an enjoyment of Novelty that differed significantly from any other Marital Status sub-group (see Table 31).

Table 31

Interaction of Marital Status and Four Motivating Factors for Série B (Minor League) Fans

Motivating Factor	Status	n	Mean	Std. Deviation
Social Interaction	Single	251	5.28	1.57
	Married	246	5.61	1.36
	Divorced	23	5.26	1.84
	Total	520	5.44	1.50
Physical Attractiveness	Single	250	2.27	1.85
	Married	243	1.85	1.37
	Divorced	23	1.90	1.66
	Total	516	2.06	1.64
Aggression	Single	251	2.69	1.60
	Married	246	2.11	1.22
	Divorced	23	1.69	1.36
	Total	520	2.37	1.45
Novelty	Single	251	4.62	1.60
	Married	246	4.89	1.50
	Divorced	23	5.40	1.53
	Total	520	4.78	1.56

Qualitative Results

This research utilizes qualitative data, also gathered through the version of the MSSC adapted for this study (Appendix A) and distributed at Major League (*Serie A*) and Minor League (*Serie B*) professional soccer games in Brazil. The goal of this

portion of the research is to examine the self-reported motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil. This data will then be compared to the data gathered in the quantitative portion of this study, as well as to the demographic data. Through this method additional factors, which may have been unaccounted for by the quantitative model and instrument, can be identified. Additionally, information about the stadium improvements most desired by Major League (*Serie A*) and Minor League (*Serie B*) soccer spectators in Brazil will be made available.

The adapted MSSC utilized by this study contained three open-ended qualitative questions: (a) What team do you root for in Brazil?/What team do you cheer for in Brazil?, (b) If you could improve something in this stadium, what would it be?, and (c) What is your most important reason for attending a game?

Fan Attendance

Regarding the first question, asking what team(s) in Brazil the spectators followed and supported, an average of 86% of the spectators, at both Major League and Minor League games, said they cheered for the home team at the game they were attending. An average of 14% of the spectators surveyed indicated that they cheered for the home team, as well as for another team based elsewhere in Brazil.

Self-Reported Motivating Factors

Two of the research questions posed by this study were qualitative. The first qualitative research question investigates the self-reported motivating factors of sport spectators in Brazil, in order to compare them to the motivating factors investigated by the MSSC. The exact research question was as follows:

RQ5 - What are the self-reported motivating factors of sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

After a content analysis, it was determined that the answers to the open-ended question (What is your most important reason for attending a game?) fell into 24 different categories (Table 32). Overall, the self-reported motivating factors for spectators at both Major League and Minor League games were very similar. The primary reason given was, "Because I love my team" (Major League = 146, Minor League = 145). The second most reported reason was, "Because of the excitement provided by the game" (Major League = 93, Minor League = 95). Other highly repeated reasons include: "To cheer for my team," "To watch my team play/win," "Because I like soccer," "To spend time with my friends and family," and "To have some fun."

Table 32

Self-Reported Factors Motivating Spectator Attendance at Soccer Games In Brazil

Self-reported Motivating Factors	Major League n 542	Minor League n 547
Because I love my team.	146	145
Because of the excitement provided by the game.	93	95
To cheer for my team.	63	41
To watch my team to play/win.	49	35
Because I like soccer.	33	33
To spend time with my friends and family.	36	23
To have some fun.	29	31
To watch the players' skills and the tactical details of the game.	16	10
Because I like the game environment.	14	16
For leisure and entertainment.	14	8
Because watching soccer makes me happy.	12	8

Table 32 (continued).

Self-reported Motivating Factors	Major League n 542	Minor League n 547
To be part of the crowd and the game.	11	12
Because the ticket price [was affordable].	10	3
To get out of my routine / to get some entertainment.	8	21
Because I like to watch live soccer games.	6	15
Because of the team's winning record.	6	5
Due to the spectacle that is live soccer.	5	2
To increase my self-esteem.	2	1
Because it is a pleasure to watch soccer games at the stadium.	1	8
Because of the women that attend the game.	1	3
Because I am proud of my team.	1	2
To motivate my children to play soccer.	0	6
Because the stadium is close to my home.	0	2
Because I love stadium food.	0	1
Total	556	526

Note. Because the survey question was open-ended, some respondents gave more than one answer.

Desired Stadium Improvements

The second qualitative research question investigated the stadium improvements most-desired by spectators attending soccer games in Brazil. The exact research question was as follows:

RQ6 - What Stadium Improvements are most desired by sport spectators attending Major League (*Serie A*) and Minor League (*Serie B*) professional soccer events in Brazil?

Table 33 describes all self-reported stadium improvements that were most desired by sport spectators attending at soccer games. On the major league spectators, the improvement about access to stadium was one of the most quoted (101 people) due in the same time (November, 2010) the stadium access is suffering some adjustments in order to improve the spectator access on game days. Still on the major league

spectators the most stadium improvement quoted (108 people) was lower tickets prices, follow by cover seats (87 people), and more seats and better amenities (46 people). On the minor league spectators the most improvement was cover seats (179 people), follow by more seats and better amenities (59 people), and lower tickets (55 people). The follow stadium improvements was similar quoted in both leagues, as restroom' refurbishment, better stadium seats, improve the bleachers, and more stadium security.

Table 33

Self-Reported Stadium Improvements Desired by Soccer Spectators in Brazil

Stadium Improvements	Major League	Minor League
Lower ticket prices.	108	55
Provide Covered Seats	87	179
Provide more seats and better amenities (restroom, concessions, etc.).	46	59
Refurbish the restrooms.	31	37
Provide better stadium seats.	26	36
Provide more stadium security.	18	12
Invest in spectator education towards proper game behavior.	12	4
Make the parking areas safe.	12	3
Improve the bleachers.	11	20
Improve concessions, perhaps building a food court.	10	11
Improve the stadium entrance.	8	9
Improve the team and coach staff quality.	8	0
Make beer available at the concessions.	2	9
Improve the quality of the stadium amenities.	8	7
Provide a club member entrance (a separate turnstile).	6	6
Improve the field / grass.	5	4
Improve the cleanliness of the stadium.	3	6
Improve access for people with disabilities.	3	3

Table 33 (continued).

Stadium Improvements	Major League	Minor League
Replace the wire fences with safety glass.	1	10
Improve traffic on game day.	1	2
Prohibit the use of drugs in the stadium.	1	2
Improve fan interaction (promotions).	1	1
Improve the ticket sales system.	1	0
Improve the field lighting.	0	8
Provide an electronic scoreboard.	0	5
Improve access to stadium.	101	2
Improve the sound system.	0	2
Bring the crowd closer to the game action.	0	1
Total	510	493

CHAPTER V

DISCUSSION AND CONCLUSIONS

The major purpose of this research has been to perform a quantitative investigation into the factors motivating spectator attendance at Major League (*Serie A*) and Minor League (*Serie B*) soccer games in Brazil.

Qualitative data regarding spectator motivations has been gathered using a quantitative survey instrument, the Motivation Scale for Sport Consumption (MSSC) (Appendix A), originally established by Trail and James (2001), and recently updated by Kim and Trail (2010). The MSSC examines ten motivating factors: Vicarious Achievement, Aesthetics, Drama, Escape, Acquisition of Knowledge, Physical Skills of the Athletes, Social Interaction, Physical Attractiveness, Enjoyment of Aggression, and Novelty. This research has added one additional motivating factor, Entertainment Value, adopted from the Sport Interest Inventory (SII) (Funk et al., 2001).

Additionally, the version of the MSSC used by this study contains a demographics section containing six questions, and three open-ended response questions. This enables an examination of the composition of the fan population attending the Major League (*Serie A*) and Minor League (*Serie B*) soccer games in Brazil, as well as a comparison of the factors mediating attendance for different groups within the population. The open ended questions allow a comparison of the quantitative findings to emergent factors within the collected qualitative responses.

It is hoped that this research will provide valuable information which can help managers and marketers increase the success, in terms of stadium attendance and ticket sales, of professional soccer in Brazil, as well as in other countries. Improving the situation of professional soccer in Brazil may be particularly important in preparation for the upcoming 2014 World Cup, to be hosted by Brazil. Improvements

or changes leading to increased attendance and ticket sales could help promote investment in the Brazilian soccer industry. This, in turn, would be beneficial to individual players, teams, and clubs, leagues, investors, and ultimately the entire Brazilian economy.

This discussion of the results is presented in the following sections:

Motivating Factors as shown by the MSSC, Significant Aspects of Spectator Profiles, Motivating Factors as shown by the Open-Ended Questions, Comparing the Quantitative and Qualitative Results, Marketing Implications, Limitations Directions for Future Research, and Conclusions.

Examining the MSSC Quantitative Results

According to spectator responses to the MSSC, Aesthetics ($M = 5.82$) was the most important factor motivating attendance for Brazilian soccer fans at both Major League and Minor League games. This indicates that, off all the possible factors motivating attendance, Brazilian soccer fans are most moved by the beauty, excellence, and creativity of athletes' performances. This finding is in line with research by a number of authors (Mahony et al., 2002; Trail & James, 2001; Trail et al., 2000) which shows that appreciation for Aesthetics is one of the primary factors motivating sport spectators.

Following Aesthetics, the second most important factor motivating the attendance of Brazilian soccer fans was enjoyment of Social Interaction ($M = 5.52$), followed by appreciation for the athletes' Physical Skill ($M = 5.41$), enjoyment of Vicarious Achievement ($M = 5.37$), the desire for the Acquisition of Knowledge related to the game ($M = 5.32$), the desire for Escape ($M = 5.19$), and the enjoyment of the Drama offered by the game ($M = 5.12$).

There were slight differences in this ranking of the seven most-affecting motivating factors when comparing the responses of major league fans and minor league fans. For example, for major league spectators, Physical Skill, ranked higher (3rd highest) than Vicarious Achievement (4th highest) as a factor motivating attendance, while for Minor League spectators the opposite relationship was true. For both groups seven motivating factors served to positively impact attendance, while two motivating factors, Novelty and Entertainment, showed neutral impact, and the final two motivating factors, Aggression and Physical Attractiveness, were shown to be far less significant in terms of motivating attendance.

The similar patterns in the relative importance of each motivating factor to spectators attending both major league and minor league games might be attributable to the fact that all the respondents are from the same culture in general, and are most likely from the same medium-sized city in Southern Brazil (this question was not addressed in the MSSC).

In this study, the quantitative feedback obtained via the MSSC, from Brazilian soccer spectators attending major league and minor league soccer games at the end of Brazil's 2010 season, shows similarities to the results obtained by an earlier study (Funk et al., 2001) examining the factors motivating spectator attendance at the 1999 FIFA Women's World Cup. Funk et al. (2001) developed and tested the Sport Interest Inventory Scale (the SII), which used five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). The highest means reported by the FIFA Women's Cup spectators were for the motivating factors Aesthetics ($M = 4.50$), followed by a variable labeled, Excitement Factor ($M = 4.42$), a variable labeled, Soccer Interest Factor ($M = 4.35$), and finally by a variable labeled, Drama Factor ($M = 4.32$). While the motivating factor scales measuring Excitement and Soccer Interest were not

utilized by the MSSC; the highest reported motivating factor in both studies was Aesthetics, and Drama was also found to be a significant motivating factor for both group of soccer fans.

While the MSSC data describing the motivating factors of soccer spectators in Brazil indicated results similar to those found by Funk et al. (2001), Brazilian spectators motivation factors were found to differ from those identified for soccer spectators in other countries.

For example, a study by Won and Kitamura (2007) showed that Korean and Japanese soccer spectators are motivated primarily by Drama, Achievement, and Entertainment. Another study (Mahony et al., 2002) showed that Japanese soccer spectators are motivated firstly by Vicarious Achievement ($M = 6.13$), followed by Team Attachment ($M = 5.79$), and Aesthetics ($M = 5.71$).

The current results, describing the motivating factors of Brazilian soccer fans also differ from results found within U.S. soccer spectator populations. Wann, Grieve, Zaplac, Pease, (2008) examined the responses of college students in southern and south-central regions of the U.S. in order to compare spectator motivating factors for fans attending individual and team sports. Wann et al. (2008) found that while individuals attending team sports reported higher values for five motivating factors, Eustress, Self-Esteem, Group Affiliation, Entertainment, and Family, those attending individual sports reported relatively higher valuation of Aesthetics. Additionally, those attending nonaggressive and stylistic sports, such as professional basketball, baseball, football, hockey, soccer, etc., reported higher appreciation for Aesthetics than those attending aggressive sports, such as boxing, Mixed Martial Arts (MMA), fencing, or wrestling.

Another study (Neale & Funk, 2006) used the SII to examine the motivating factors affecting spectator attendance at an Australian football game. The primary motivating factors for attendance in Australian sport was determined to be Vicarious Achievement, as well as Player Interest, Entertainment Value, Drama, and Socialization (Neale & Funk, 2006).

Scremin (2010), performed another study examining the factors motivating spectator attendance at professional sport events in the United States, this time examining fans attending professional Major Indoor Soccer League (MISL) games. Among 17 motivating factors, respondents identified Wholesome Environment ($M = 5.91$), Excitement ($M = 5.89$), and Entertainment Value ($M = 5.87$) as their most important motivating factors (Scremin, 2010). Compared to the Brazilian mean valuation of Aesthetics ($M = 5.89$) revealed by this study, Scremin (2010) found that Aesthetics, as a factor motivating U.S. fans' attendance at MISL games, ranked far lower ($M = 5.09$).

Examining the results discussed above, which highlight large differences in the factors motivating spectator attendance in different countries and for different sports, we can observe that social culture and sport culture each can be seen as determining factors influencing sport consumer behavior and preferences. This is supported by researchers such as Dietz-Uhler, Harrick, End, and Jacquemotte (2000) who have found that motivating factors for sport attendance vary considerably for different cultural subgroups and for different sports within a single culture. Though two investigations may not be enough to give theory the weight of fact, the results of this study combined with the results recorded by Funk et al. (2001) promote the conclusion that the motivating factor Aesthetics is particularly significant in

predicting spectator attendance at outdoor soccer events, both in Brazil and in other countries, such as the United States.

Significant Aspects of Spectator Profiles

The following sections will discuss significant patterns in the results regarding spectator demographic profiles and the factors motivating spectator attendance within subgroups of each demographic item. Theories related to Brazilian culture will be offered where appropriate to explain certain variations or patterns.

Spectator Age

For the combined group of spectators attending both the Major League (*Serie A*) and Minor League (*Serie B*) soccer games, the demographic variable Age significantly predicted appreciation for six motivating factors. Spectators who were Over 50 years of age reported significantly higher enjoyment of items related to four motivating factors: Entertainment Value, Physical Skill, Social Interaction, and Aggression. Spectators ages 18 – 24 reported significantly higher enjoyment of items related to two of the motivating factors: Physical Attractiveness, and Aggression.

Regarding the demographic variable, Age, responses from spectators attending Major League games and Minor League games varied in terms of showing significant differences. For spectators attending minor league games, ten motivating factors revealed significant differences related to age (Vicarious Achievement, Aesthetics, Drama, Acquiring Knowledge, Physical Skill, Social Interaction, Physical Attractiveness, Aggression, Novelty, and Entertainment), whereas for spectators in major league games, only two motivating factors revealed significant differences linked to age (Social Interaction, and Aggression).

The demographic makeup of the spectators attending Major League and Minor League Games may have significantly affected the overall reported enjoyment of

different motivating factors. For example, at major league games, where nearly 6% more spectators were in the 32 – 40 age-range, respondents indicated a significantly higher appreciation for Social Interaction as a motivating factor, in comparison to respondents at minor league games. Similarly, at minor league games, where almost 9% more respondents fell into the ages 18 – 24 sub-group, respondents indicated a significantly higher appreciation for Aggression as a factor motivating attendance.

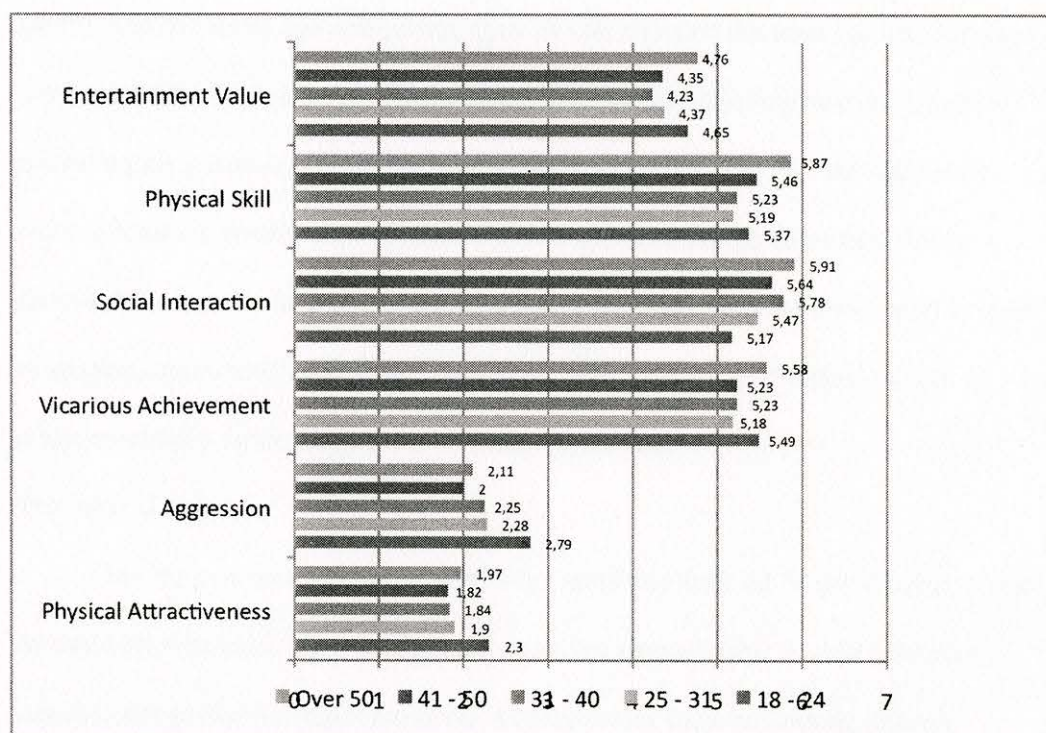


Figure 1. Age and Motivating Factors: Significant Differences. note. Over 50 (n = 136: 12.7%), 41-50 (n = 208: 19.4%), 32-40 (n = 187: 17.5%), 25 - 31 (n = 189: 17.6%), 18 - 24 (n = 351: 32.8%).

One aspect of the interaction of spectator Age, appreciation for the various Motivating Factors, and Attendance at games was puzzling. The MSSC results showed that spectators in the Over 50 sub-group had significantly more appreciation for most of the motivating factors than most other age groups, while spectators in the ages 18–24 sub-group had significantly less appreciation for most factors motivating attendance. Notable exceptions to this trend were the two motivating factors

Aggression and Physical Attractiveness; while appreciation for these factors was low for all groups (including the ages 18-24 sub-group), the ages 18-24 sub-group reported significantly higher appreciation for these two factors than all other age groups. The puzzling aspect of this information is that, while the oldest sub-group of spectators, aged Over 50, reported the highest interest in most motivating factors, they made up only 12% of attending spectators at both major league and minor league games. The youngest age-sub-group, ages 18-24, reported the least interest in most motivating factors, but they were the largest age-group attending both major and minor league games, averaging around 33% of spectators. The low attendance of older spectators, despite their greater reported appreciation for most motivating factors, may have to do with factors which this study has not examined, such as level of income, spectators' available co-attendees, and the impact of various issues of stadium security on the attendance of older sports fans.

Spectator Gender

For the combined group of spectators attending both the Major League (*Serie A*) and Minor League (*Serie B*) soccer games, the demographic variable Gender significantly predicted appreciation for six motivating factors. Overall, Female spectators reported significantly higher enjoyment of items related to the following motivating factors: Physical Attractiveness, Physical Skill, Aggression, Acquisition of Knowledge, Aesthetics, and Novelty. These differences were most significant for the motivating factor, Physical Attractiveness, where mean responses differed by more than 1.5 (on a seven-point Likert scale) based on the Gender of the spectator, followed by enjoyment of the Physical Skill of the athletes (a difference of more than 0.7) and enjoyment of Aggression (a difference of more than 0.4) (see Figure 2).

These patterns were very similar for the two sub-groups of spectators attending Major League games and spectators attending Minor League Games. However, for fans attending major league games, the motivating factor, Aesthetics, showed no significant differences between Genders. Additionally, for fans attending minor league games, the motivating factor, Social Interaction, showed significant differences between Genders, while the motivating factor, Novelty, did not.

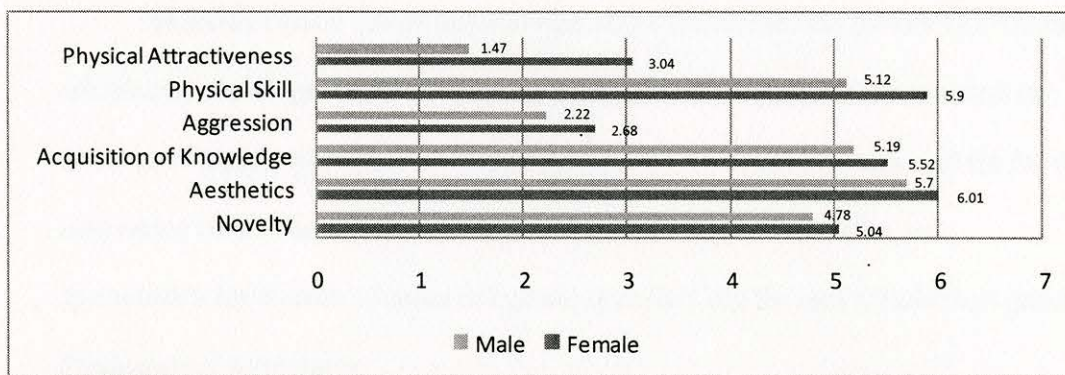


Figure 2. Gender and Motivating Factors: Significant Differences. note. Male (n = 694: 65.0%), 1x/week (n = 373: 35.0%).

Just as with the demographic variable, Age, the demographic variable, Gender, revealed a puzzling pattern. Despite the fact that female spectators revealed significantly higher levels of enjoyment of over half of the motivating factors, female spectators made up only 35% of the respondents overall. This may relate to outside factors not considered by this study, such as the social culture of Brazil, as well as to factors which this study discusses but has not measured such as the impact of various factors of stadium security on female attendance.

Other researchers have looked into the impact of Gender on the factors motivating sport attendance. Dietz-Uhler et al. (2000), found that the primary reason females attended and followed sports was for reasons related to Social Interaction, such as to be with friends and family, while males reported that their primary reason for attending and following sports was because they wished to Acquire Knowledge

about the game or sport and because they played sports themselves. Wann (1995) worked to develop an instrument to measure the motivating factors of sport fans (the Sport Fan Motivation Scale) in a study involving 272 university students (100 male and 172 female). Wann (1995) found that female spectators reported higher interest in only one subscale, Family, while male spectators reported higher interest in Eutress, Self-Esteem, Escape, Entertainment, and Aesthetics.

In another study James and Ridinger (2002) examined the factors motivating attendance at college basketball games. James and Ridinger (2002) found that (a) males gave higher responses for items related to all motivating factors, and (b) for the motivating factor, Aesthetics Appeal, females had a higher interest in and appreciation for women's basketball games than they did for men's basketball games.

Frequency of Attendance

For the combined group of spectators attending both the Major League (*Serie A*) and Minor League (*Serie B*) soccer games, the demographic variable Frequency of Attendance significantly predicted appreciation for eight motivating factors. Overall, spectators attending most frequently, 2x/week, reported significantly higher interest in seven motivating factors than most other frequency-of-attendance sub-groups: Entertainment Value, Vicarious Achievement, Physical Skill, Acquisition of Knowledge, Escape, Aesthetics, and Social Interaction. The greatest difference was for the two motivating factors: Entertainment Value and Vicarious Achievement (see Figure 3).

A second sub-group, those with mid-range attendance, attending 3x/month, also reported significantly higher responses regarding the same seven motivating factors, though sometimes not to the same extent as the most frequently attending sub-group (see Figure 3).

A third notable difference was apparent in the responses of the least-frequently attending sub-group. Those attending 1x/month reported a significantly higher appreciation for the motivating factor, Physical Attractiveness, than other sub-groups (see Figure 3).

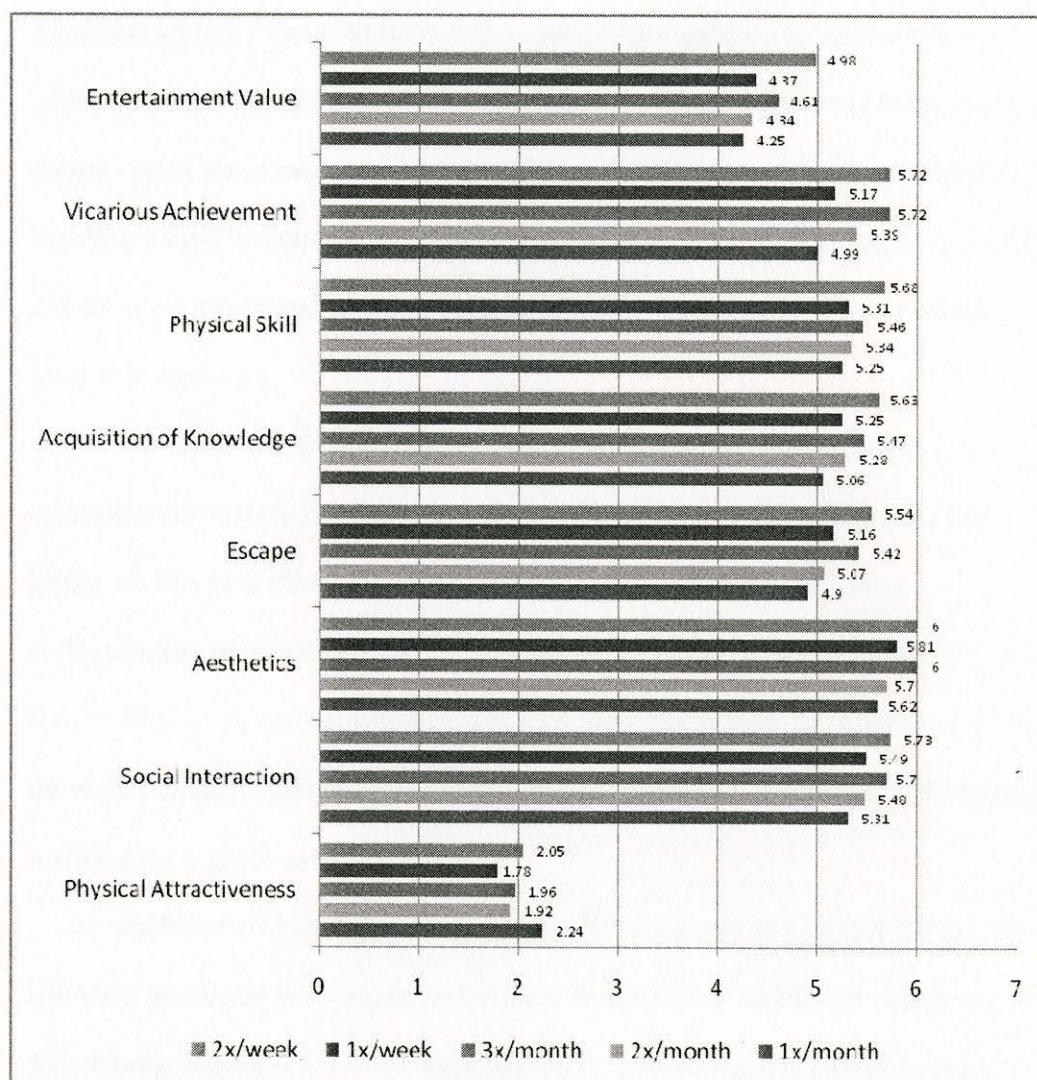


Figure 3. Frequency of Attendance and Motivating Factors: Significant Differences.
 Note: 2x/week (n = 196: 18.3%), 1x/week (n = 150: 14.0%), 3x/month (n = 232: 21.7%), 2x/month (n = 158: 14.8%), 1x/month (n = 334: 31.2%).

Regarding the demographic variable, Frequency of Attendance, responses from spectators attending Major League games and Minor League games varied in terms of showing significant differences. Spectators at Major League games showed

no significant differences tied to Frequency of Attendance in regard to three motivating factors, Physical Attractiveness, Physical Skill, and Entertainment Value, which did show significant variation tied to Frequency of Attendance for Minor League spectators. In other words, these two motivating factors, Physical Attractiveness, and Entertainment Value, were only significantly more or less interesting to members of specific Frequency of Attendance groups at Minor League games. At the same time, the motivating factor, Social Interaction, which did show significant variation related to Frequency of Attendance for Major League spectators, did not show significant variation related to Frequency of Attendance for Minor League spectators.

An additional difference is that, for the sub-group of Major League game spectators, the middle Frequency of Attendance group, attending 3x/month, had higher responses to the two motivating factors, Aesthetics and Vicarious Achievement, compared to all other frequency of attendance sub-groups. Other than for the Motivating Factor, Physical Attractiveness, this is the only instance in which the most frequently attending sub-group, attending 2x/week, did not have the highest response for a given motivating factor.

Additional significant differences can be seen in the numbers of spectators attending games for each league within each Frequency of Attendance sub-group. For Major League games, 13.7% of spectators were in the sub-group attending most frequently, 2x/week, as opposed to at Minor League games, where only 22.9% of spectators attended 2x/week. For Major League games, the largest Frequency of Attendance category was the sub-group attending 1x/month, or least frequently, which made up 35.3% of the audience (compared to 27.1% for the Minor League games).

Level of Education

For the combined group of spectators attending both the Major League (*Serie A*) and Minor League (*Serie B*) soccer games, the demographic variable Level of Education significantly predicted appreciation for nine motivating factors: Physical Attractiveness, Escape, Aggression, Vicarious Achievement, Acquisition of Knowledge, Physical Skill, Social Interaction, Novelty, and Aesthetics (see Figure 4). Three major patterns are visible in the data regarding significant interactions of Level of Education and appreciation for Motivating Factors.

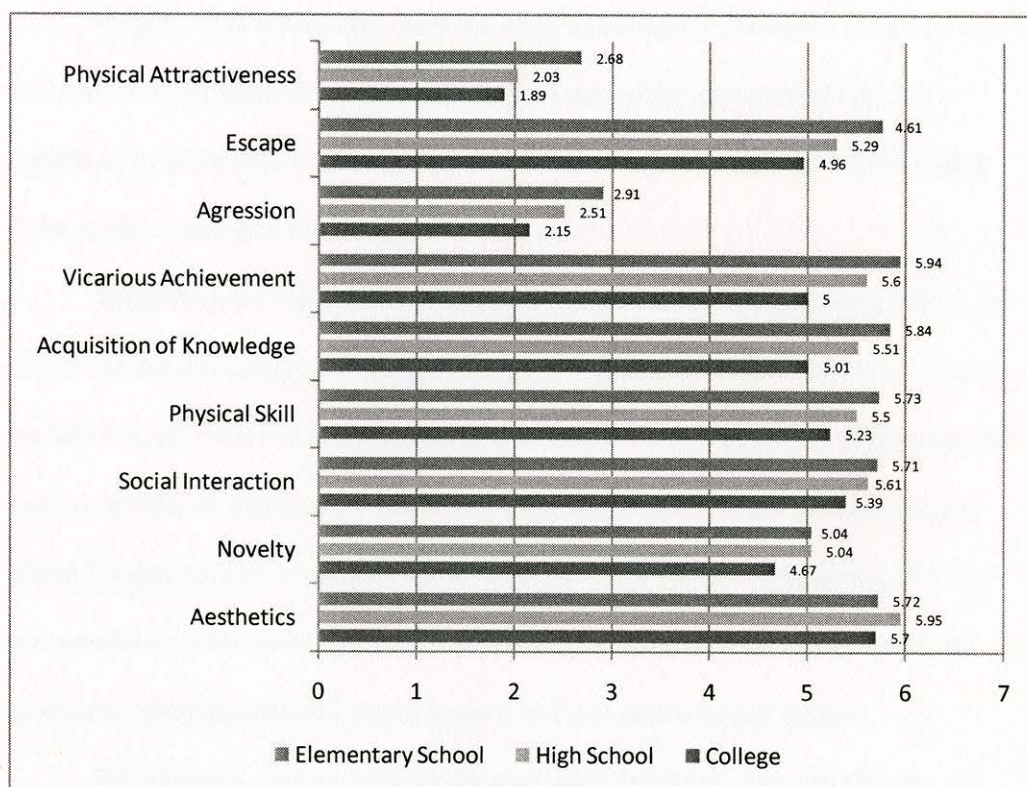


Figure 4. Level of Education and Motivating Factors: Significant Differences. note. Elementary School (n = 108: 10.0%), High School (n = 467: 43.3%), College (n = 503: 46.7%)

Firstly, spectators at both Major League and Minor League games with the lowest Level of Education, having attended or completed Elementary School,

reported significantly higher interest in six motivating factors than the other two Level of Education sub-groups. The factors more appreciated by those with an Elementary education include: Physical Attractiveness, Escape, Aggression, Vicarious Achievement, Acquisition of Knowledge, and Physical Skill. The largest difference can be seen in regards to Physical Attractiveness, Escape, and Aggression as factors motivating attendance (see Figure 4).

Secondly, respondents in both the High School and Elementary Level of Education sub-groups appreciated Social Interaction and Novelty as factors significantly more than those with a College Education (see Figure 4).

Thirdly, and contrasting with the other significant differences linked to Level of Education, respondents with a High School education appreciated Aesthetics significantly more than both those with an Elementary education and those with a College education (see Figure 4).

Regarding the interaction of Level of Education, the Motivating Factors, and Major and Minor League attendance, there are significant differences. Most notably, the Motivating Factor Physical Attractiveness only shows significant differences for spectators with an Elementary education attending Major League games, and not Minor League games. Similarly, the motivating factors Social Interaction, Novelty, and Aesthetics only show significant differences related to level of education for spectators attending Major League games, and not minor league games.

Additionally, just as with the demographic variables, Age and Gender, the demographic variable, Level of Education, revealed a puzzling pattern. Despite the fact that those with an Elementary education revealed significantly higher levels of enjoyment of over half of the motivating factors, this sub-group made up only 10% of

the respondents overall. Outside factors, not considered by the present study, such as income level, comfort in public gatherings, or level of free time might explain this.

Marital Status

For the combined group of spectators attending both the Major League (*Serie A*) and Minor League (*Serie B*) soccer games, the demographic variable Marital Status significantly predicted appreciation for four motivating factors: Social Interaction, Physical Skill, Aggression, and Physical Attractiveness (see Figure 5). Two major patterns are visible in the data regarding significant interactions of Marital Status and appreciation for Motivating Factors.

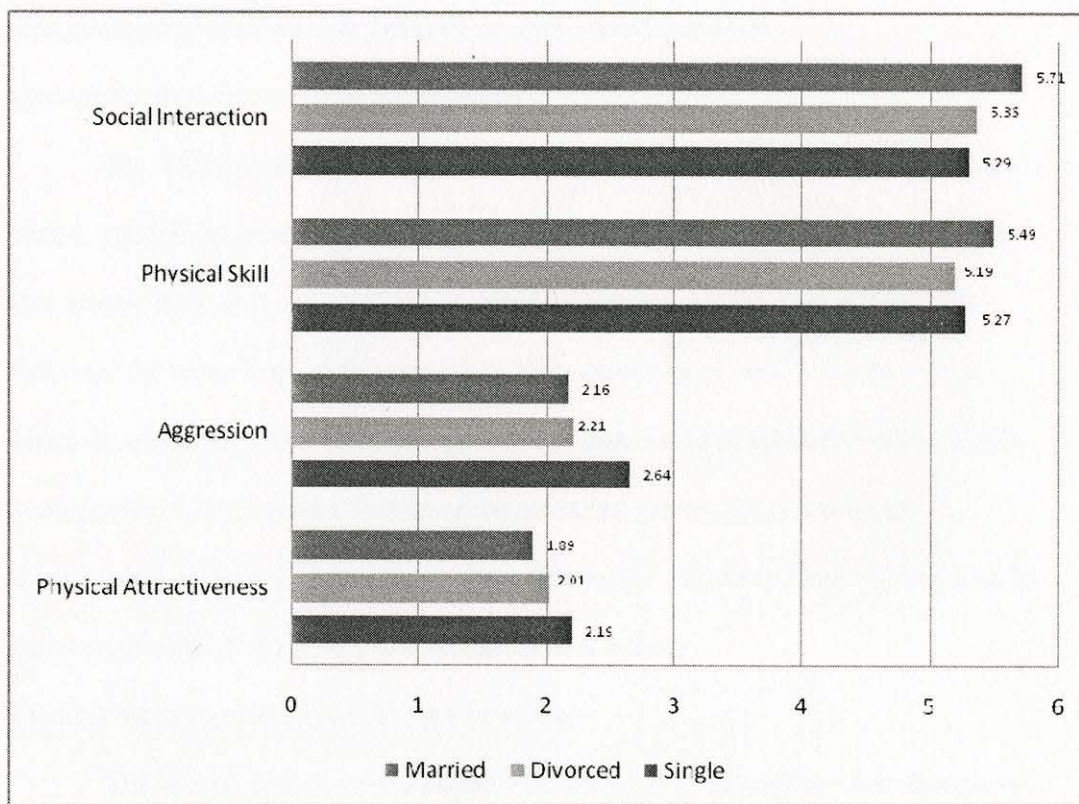


Figure 5. Marital Status and Motivating Factors: Significant Differences. Note: Married (n = 516: 48.0%), Divorced (n = 55: 5.1%), Single (n = 461: 42.9%).

Spectators who were married reported significantly higher enjoyment of items related to two motivating factors: Social Interaction and Physical Skill. Spectators

who were single reported significantly higher enjoyment of items related to two of the motivating factors: Physical Attractiveness, and Aggression.

For minor league spectators the interaction of marital status and motivating factors was approximately identical to the interaction shown for the combined group of major and minor league spectators. However, for Major League spectators, Physical Attractiveness showed no significant variation linked to Marital Status, while the motivating factor, Novelty, did show significant variation.

Examining the Open-Ended Question Qualitative Results

In addition to quantitative data, the version of the MSSC used in this study also gathered qualitative data using three open-ended questions.

Qualitative Responses: Team Identification

The first question asked spectators what team they followed, or cheered for, in Brazil. Spectators attending both Major League and Minor League games revealed that around 86% of the respondents cheered for the home team, and around 14% followed the home team at the game they were attending as well as another team, based elsewhere in Brazil. Since the MSSC was distributed to spectators in the home-team portion of the stadium at each of the surveyed games, these results are unsurprising. However, these results show that soccer culture in Brazil allows fans to follow and support more than one soccer team at a time.

Qualitative Responses: Stadium Improvements

The second open-ended question was designed to determine what changes or improvements to the stadiums were most desired by spectators attending major league and minor league soccer games in Brazil. The exact wording of the question was: "If you could improve something in this stadium, what would it be?" After coding by the research team, the emergent themes were organized and compared (see Table 34).

Table 34

Desired Stadium Improvements for Major League and Minor League Spectators

Ranking	Major League (Serie A) (N = 542)	Total (510)	Minor League (Serie B) (N = 547)	Total (493)
1	Lower ticket prices.	108	Provide covered seats	179
2	Improve access to the stadium.	101	Provide more seats and better amenities (restroom, concessions, etc.).	59
3	Provide covered seats	87	Lower ticket prices.	55
4	Provide more seats and better amenities (restroom, concessions, etc.).	46	Refurbish the restrooms.	37
5	Refurbish the restrooms.	31	Provide better stadium seats.	36
6	Provide better stadium seats.	26	Improve the bleachers.	20
7	Provide more stadium security.	18	Provide more stadium security.	12
8	Invest in spectator education towards proper game behavior.	12	Improve concessions / build a food court	11
9	Make the parking areas safe.	12	Replace wire fences with safety glass	10
10	Improve the bleachers.	11	Improve the stadium entrance	9
11	Improve concessions, perhaps building a food court.	10	Make beer available at the concessions	9
12	Improve stadium amenities	8	Improving the field lighting	8
13	Improve the stadium entrance	8	Improve stadium amenities	7
14	Improve team and coach staff quality	8	Provide a club member entrance (a separate turnstile)	6
15	Provide a club member entrance (a separate turnstile)	6	Improve the cleanliness of the stadium	6
16	Improve the the field / grass	5	Add an electronic scoreboard	5
17	Improve the cleanliness of the stadium	3	Invest in spectator education towards proper game behavior.	4

Table 34 (continued).

Ranking	Major League (Serie A) (N = 542)	Total (510)	Minor League (Serie B) (N = 547)	Total (493)
18	Improve access of people with disabilities	3	Improve the the field / grass	4
19	Make beer available at the concessions	2	Make the parking areas safe.	3
20	Replace wire fences with safety glass	1	Improve access of people with disabilities	3
21	Improve traffic on game day	1	Improve traffic on game day	2
22	Prohibit the use of drugs in the stadium.	1	Improve the sound system	2
23	Improve fan interaction (promotions)	1	Prohibit the use of drugs in the stadium.	2
24	Improve ticket sales system	1	Improve access to the stadium.	2
25			Improve fan interaction (promotions)	1
26			Bring the crowd closer to the game action	1

The quality of stadiums and sport facilities affects not only how likely fans are to attend sporting events, but also how long they are likely to stay in the facility at any one time, and how likely they are to re-patronize the facility in the future. According to Dhurup, Mofoka, and Surujlal (as cited in Wakefield & Blodgett, 1994), research shows that spectators who recognize a sport facility to be of a higher quality report greater satisfaction with their sport service experience are more likely to return to facility again in the future, for subsequent events. By exploring the improvements desired by Brazilian soccer spectators, this study hopes to gain an understanding of their current satisfaction with their stadium sport service experience.

Examining the responses between the spectators attending major league games and the spectators attending minor league games, some differences become apparent. For major league spectators, the change or improvement most desired was to lower

ticket prices. For minor league spectators, the most desired improvement was to provide covered seats. This difference is probably tied to the fact that major league tickets are more expensive than minor league tickets. Additionally, because major league clubs are usually more affluent than minor league clubs, they usually have better facilities and more covered seats.

The second most suggested or desired improvement for the major league stadium was to improve access to the stadium, for the minor league, only two out of 547 respondents requested this improvement. In this instance, the high occurrence of this desired improvement among major league teams can be attributed to the fact that the stadium of the major league team examined by this study was currently difficult to reach due to renovations on the surrounding roads. If this were not the case, we can assume that this desired improvement would rank just as low for major league spectators as for minor league spectators.

After dealing with the highest ranking desired stadium improvements for major league spectators, a common pattern becomes apparent for spectators attending games in both leagues. The third and fourth highest reported desired improvements by major league spectators are the same as the first and second highest reported desired improvements among minor league spectators: (a) "Provide covered seats" and (b) "Provide more and better amenities," such as restrooms and concessions options. Following this, the highest ranked desired improvements for both leagues are (c) "Refurbish the restrooms," (d) "Provide better stadium seats," and (e) "Provide more stadium security." The minor league spectators also requested that the stadium managers, "Improve the bleachers."

The desired improvements, which center around more covered seats, more comfortable seats, more amenities, and a more secure environment, all show that

soccer spectators, in addition to desiring to see and enjoy the game, would like an environment that is both comfortable and safe in which to do so. Other desired improvements along similar lines, are suggested by equivalent numbers of spectators in both the major and minor league groups.

Stadium Quality

Since the overall quality and safety of Brazilian soccer stadiums is low, for both minor and major league teams, it may be that the relatively poor quality of stadiums in Brazil is directly linked to the relatively poor financial performance of the Brazilian soccer industry, in comparison to the industry as it exists in other countries. The corollary of this observation is that, in order to receive higher attendance and repeat patronage, clubs must improve a number of elements of stadium quality.

This argument is supported by Dhurup et al. (2010) who examined the impact of seven identified dimensions of sportscapes on two factors, a) desire to attend future events in the stadium, and b) desire to stay, or continue to spend time in the sport facility. Dhurup et al. (2010) examined spectators attending soccer games at *Soccer City Stadia* (formerly *FNB Stadia*) and *Orlando Stadia* in Soweto, Johannesburg.

The sportscape dimensions used by Dhurup et al. (2010) were (a) Scoreboard Quality (referring to display of essential statistics, quality and clarity of the image, etc.), (b) Refreshments (freshness, variety, etc.), (c) Facility Aesthetics (referring to architectural design and decoration), (d) Space Allocation (referring to the adequacy of space utilized for restrooms, walkways, and other necessary areas), (e) Stadium Accessibility (referring to ease of entrance, adequacy and convenience of parking, etc.), (f) Seating Comfort (referring to space between seats and beside seats, the condition and quality of the seats, etc.), and (g) Stadium Cleanliness (referring to entrances, exits, walkways, restrooms, etc.).

Dhurup et al. (2010) showed that spectators' desire to stay within a facility is directly impacted by two factors: Stadium Cleanliness and Space Allocation (Functionality); while spectators' desire to return and patronize the facility in the future is affected by Seating Comfort and Facility Aesthetics.

The dimension, Stadium Cleanliness, (Dhurup et al., 2010) can be linked to Brazilian spectator suggestions, such as "Improve the cleanliness of the stadium," "Prohibit the use of drugs in the stadium," and "Invest in spectator education towards proper behavior in the Stadium." Similarly, the Space Allocation dimension (Dhurup et al., 2010) can be related to the Brazilian spectators' desired changes: "Provide more seats and better amenities," "Improve access of people with disabilities," "Improve the stadium entrance," and "Improve traffic on game day." According to the findings of Dhurup et al. (2010), improvements in these areas should promote Brazilian fans' desire to stay in the stadium once they have arrived.

Facility Aesthetics dimension (Dhurup et al., 2010) can be associated with desired improvements, such as: "Improve the field/grass," "Replace wire fences with safety glass," "Add an electronic scoreboard," "Improve the field lighting," and "Improve the sound system." Additionally, the dimension, Seating Comfort, proposed by Dhurup et al. (2010), can easily be correlated with several of the stadium improvements requested by Brazilian soccer spectators (e.g., "Provide covered seats," "Improve the stadium seats," "Improve the bleachers"). According to the findings of Dhurup et al. (2010), improvements in these areas should promote Brazilian fans' desire to return to the stadium to enjoy future events.

Additionally, several desired improvements important to Brazilian spectators fell into a dimension which was not significant in the study by Dhurup et al. (2010). These desired improvements are all related to the issue, or dimension, of Facility

Safety, before, during, and after each game. Suggestions falling into the "Safety" dimension might include: "Provide more stadium security," and "Make the parking area safe." Also, suggestions mentioned above as perhaps falling into the dimension, Stadium Cleanliness, such as "Prohibit the use of drugs in the stadium," and "Invest in spectator education towards proper behavior in the Stadium," might also fit in well with the currently proposed dimension, Stadium Safety.

Qualitative Responses: Motivating Factors

The third open-ended question was designed to allow a qualitative comparison to the quantitative findings regarding factors motivating attendance at soccer games in Brazil. The exact wording of the question was: "What is your most important reason for attending a game?" After coding by the research team, the emergent themes were organized and compared (see Table 35).

Spectators who responded to the open ended query returned statements that were sorted into 24 categories. The four highest-reported statements, "Because I love my team" (n = 291: 26.9%), "Because of the excitement provided by the game" (n = 188: 17.3%), "To cheer for my team" (n = 104: 9.6%), and "To watch my team play/win" (n = 84: 7.8%), all combined came to 667 responses, or 61.6% of the total responses. Considering the next four highest responses, "Because I like soccer" (n = 66: 6.1%), "To have some fun" (n = 60: 5.5%), "To spend time with my friends and family" (n = 59: 5.4%), and "Because I like the game environment" (n = 30: 2.8%) brings the total considered responses to 882, or more than 80% of the total responses.

Table 35

Self-Reported Motivating Factors for Brazilian Major and Minor League Spectators

Ranking	Major League (Serie A) (n = 542)	N Total = 556	Minor League (Serie B) (n = 547)	N Total = 526
1	Because I love my team.	146	Because I love my team.	145
2	Because of the excitement provided by the game.	93	Because of the excitement provided by the game.	95
3	To cheer for my team.	63	To cheer for my team.	41
4	To watch my team to play/win.	49	To watch my team to play/win.	35
5	To spend time with my friends and family.	36	Because I like soccer.	33
6	Because I like soccer.	33	To have some fun.	31
7	To have some fun.	29	To spend time with my friends and family.	23
8	To watch the players' skill and the tactical details of the game.	16	To get out of my routine / to get some entertainment.	21
9	Because I like the game environment.	14	Because I like the game environment.	16
10	For leisure and entertainment.	14	Because I like to watch live soccer games.	15
11	Because watching soccer makes me happy.	12	To be part of the crowd and the game.	12
12	To be part of the crowd and the game.	11	To watch the players' skill and the tactical details of the game.	10
13	Because the ticket price [was affordable].	10	Because watching soccer makes me happy.	8
14	To get out of my routine / to get some entertainment.	8	Because it is a pleasure to watch soccer games at the stadium.	8
15	Because I like to watch live soccer games.	6	For leisure and entertainment.	8
16	Because of the team's winning record.	6	To motivate my children to play soccer.	6
17	Due to the spectacle that is live soccer.	5	Because of the team's winning record.	5
18	To increase my self-esteem.	2	Because of the women that attend the game.	3
19	Because it is a pleasure to watch soccer games at the stadium.	1	Because the ticket price [was affordable].	3

Table 35 (continued).

Ranking	Major League (<i>Serie A</i>) (n = 542)	N Total = 556	Minor League (<i>Serie B</i>) (n = 547)	N Total = 526
20	Because of the women that attend the game.	1	Due to the spectacle that is live soccer.	2
21	Because I am proud of my team.	1	Because the stadium is close to my home.	2
22			Because I am proud of my team.	2
23			To increase my self-esteem.	1
24			Because I love stadium food.	1

Three of the top four self-reported motivating factors for spectators in both leagues are strongly connected to a motivating factor not considered directly by this study, Interest in Team (479 responses: 44.2%), utilized in the SII (Funk et al., 2001, 2003) (see Table 36). The second most highly submitted answer (188 responses: 17.3%), "Because of the excitement provided by the game," is directly connected to the motivating factor, Drama utilized in the MSSC (Kim & Trail, 2010; Trail & James, 2001) and considered in this study, as well as to Eustress, considered by Wann (1995), and Excitement, considered by Funk et al. (2001, 2003b).

Beyond the four most-reported motivating factors, the next three factors each accounted for 59-66 responses (5-6% each) (see Table 34). The fifth ranking motivating factor, "Because I like Soccer," can be associated with Interest in Sport, considered by the SII (Funk et al., 2001, 2003b). The sixth most-highly reported factor, "To have some fun," can be associated with the motivating factor, Entertainment, considered by the SFMS (Wann, 1995). The seventh reported motivating factor, "To spend time with my friends and family" can be associated with Social Interaction, considered by the MSSC (Kim & Trail, 2010; Trail & James,

2001), and utilized in this study, as well as with Family, considered by the SFMS (Wann, 1995) and Socialization, considered by the SII (Funk et al., 2001, 2003b).

Table 36

Self-Reported Primary Motivating Factors and Existing Sport Motivation Models

Rank	Self-Reported Primary Factors Motivating Attendance	Responses (T = 1,082)	Percent age of Total Responses	Motivating Factors from Existing Sport Motivation Models		
				MSSC ¹	SFMS ²	SII ³
1	Because I love my team.	291	26.9%		• Group Affiliation	• Interest in Team
2	Because of the excitement provided by the game.	188	17.37%	• Drama	• Eustress	• Excitement
3	To cheer for my team.	104	9.6%	• Social Interaction	• Group Affiliation	• Interest in Team
4	To watch my team to play/win.	84	7.8%			• Interest in Team
5	Because I like soccer.	66	6.1%			• Interest in Sport
6	To have some fun.	60	5.5%		• Entertainment	
7	To spend time with my friends and family.	59	5.4%	• Social Interaction	• Family	• Socialization
8	Because I like the game environment.	30	2.8%	• Drama		• Wholesome Environment
9	To get out of my routine / to get some entertainment.	29	2.7%	• Escape	• Escape	• Escape
10	To watch the players' skill and the tactical details of the game.	26	2.4%	• Physical Skill + Acquisition of Knowledge		• Interest in Player + Sport Knowledge
11	To be part of the crowd and the game.	23	2.1%	• Social interaction	• Group Affiliation	• Socialization
12	For leisure and entertainment.	22	2.0%		• Entertainment	

Table 36 (continued).

Rank	Self-Reported Primary Factors Motivating Attendance	Respo nses (T = 1,082)	Percent age of Total Respon ses	Motivating Factors from Existing Sport Motivation Models		
				MSSC ¹	SFMS ²	SII ³
13	Because I like to watch live soccer games.	21	1.9%	• Physical Skill		• Interest in Sport
14	Because watching soccer makes me happy.	20	1.8%	• Vicarious Achievement		• Excitement
15	Because the ticket price [was affordable].	13	1.2%		• Economic	• Entertainment Value
16	Because of the team's winning record.	11	1.0%			• Interest in Team
17	Because it is a pleasure to watch soccer games at the stadium.	9	0.8%	• Vicarious Achievement		• Excitement + Vicarious Achievement
18	Due to the spectacle that is live soccer.	7	0.6%	• Aesthetics		
19	To motivate my children to play soccer.	6	0.5%	• Social Interaction		• Family Bonding
20	Because of the women that attend the game.	4	0.4%	• Social Interaction		
21	Because I am proud of my team.	3	0.3%	• Vicarious Achievement	• Group Affiliation	• Vicarious Achievement + Interest in Team
22	To increase my self-esteem.	3	0.3%	• Vicarious Achievement	• Self-Esteem	• Vicarious Achievement
23	Because the stadium is close to my home.	2	0.2%			
24	Because I love stadium food.	1	0.1%			

Note. ¹ Motivation Scale for Sport Consumption (MSSC) (Trail and James, 2001; Kim & Trail, 2010). ² Sport Fan Motivation Scale (SFMS) (Wann, 1995). ³ Motivating factors from Sport Interest Inventory (SII, Funk et al., 2001; 2003).

Comparing the Quantitative and Qualitative Results

Since the first studies of sport consumer behavior, researchers have investigated the factors motivating attendance and consumption of sport products and services. Sloan (1989) created a scale measuring sport fan motivations. Following this, other researchers created and tested scales in an effort to accurately describe the factors motivating sport consumers in different sports (Funk et al., 2001; Madrigal & Howard, 1999; Mahony, Madrigal & Howard, 1999; Trail & James, 2001; Wann, 1995). By necessity, some factors and scales differed from sport to sport.

In 2000, Trail, Anderson, and Fink proposed a model consisting of six factors deemed to influence sport spectators' consumption behavior: motives and level of identification, expectancies and the confirmation or disconfirmation of expectancies, and self-esteem response and individuals' affective state. Each of these factors was proposed to function sequentially affecting following factors in the model (Trail et al., 2000). For example, motives and level of identification both indirectly or directly influence fans' expectancies, which are in turn either confirmed or disconfirmed, with a resulting impact on fans' self-esteem, and thus on their affective state (Trail et al., 2000).

This study has collected quantitative data regarding Brazilian soccer spectators' motivations for attendance, using all ten factors from the MSSC (Kim & Trail, 2010) and one factor from the SII, Entertainment Value (Funk et al., 2003). Additionally, spectators returned qualitative responses regarding the most important factors motivating their attendance. After content analysis, these qualitative responses were sorted into 24 different categories. The 24 motivating factors self-reported by Brazilian soccer spectators in this study can be associated with the 11 factors considered in this study, as well as with factors which were not considered but which

were included on the SII, such as Interest in Sport, Interest in Team, Interest in Player, Desire to Show Athletes as Role Models for Youth, Desire to Support Women's Opportunities in Sport, Excitement, Appreciation for the Wholesome Environment of the Stadium/Event, Bonding with Family, Bonding with Friends, Desire to Support the Community, and Appreciation for the Customer Service.

The comments of the Brazilian spectators, responding to the question, "What is your most important reason for attending a game?" can be sorted into three general categories: Identification Factors, Motivation Factors, and Miscellaneous Factors.

Statements Related to Identification

A number of studies (Funk et al., 2001, 2003; Mahony et al., 1999, 2002; Trail et al., 2000) show that motivating factors involved with spectator identification, to individual teams, players, or the overall sport, are significant factors predicting spectator attendance. Sutton et al. (1997) explain that fan Identification represents the emotional involvement and personal commitment customers have with a sport entity, or organization. Wann and Branscombe (1993) explain that sport fans with a high level of Identification will attend more home and away games and spend more money to obtain season, championship, and playoff tickets.

The importance of attachment as a factor motivating attendance has been shown in studies in many countries around the world. In Japan, for example, Mahony et al. (2002) found that fan identification with the sport was correlated to length of time as a fan, and that team attachment predicted frequency of attendance. Japanese fans responses regarding the importance of Team Attachment in motivating their attendance ($M=5.79$) illustrates that interest in specific teams, as a motivating factor, may be comparable, even in very different cultures.

This is supported by Brazilian spectators' self-reported factors motivating attendance. Out of the 24 self-reported primary factors motivating attendance, seven related to Identification, either with an individual soccer team, or with the overall sport. Five self-reported factors motivating attendance were identified as relating to Team Identification (Interest in Team): Because I love my team (n=291, ranked 1st overall), To cheer for my team (n=104, ranked 3rd overall), To watch my team play/win (n=84, ranked 4th overall), Because of the team's winning record (n=11, ranked 16th overall), and, Because I'm proud of my team (n=3, ranked 21st overall). Another two statements were identified as relating to Sport Identification (Interest in Sport): Because I like soccer (n=66, ranked 5th overall), and, Because I like to watch live soccer games (n=21, ranked 13th overall).

Additionally, the concept of fan identification may influence or be associated with a variety of proposed factors motivating sport attendance, such as Vicarious Achievement, Acquisition of Knowledge, Social Interaction, Drama/Eustress, Escape, and the appreciation for the athletes Physical Skill (Funk et al., 2000). This implies that the importance of identification may extend beyond spectators' reported interest in factors explicitly related to identification, since Identification may influence spectators' perceptions regarding enjoyment of other motivating factors.

Statements Related to Drama (Eustress/Excitement)

When designing the Motivation Scale for Sport Consumption (the MSSC), Trail and James (2001) drew upon the work of several previous researchers. The motivating factor Drama, as used in the MSSC, could be related to prior Motivating Factors, such as Stress, Stimulation Seeking, Excitement, Escape, and Nostalgia (Madrigal & Howard, 1999; Sloan, 1989). Later research (Wann, 1995; Madrigal & Howard, 1999), having identified positive correlations between

Drama/Eustress/Excitement and other factors, such as Identification, Sport Fanship, Sport Involvement, and Purchase Intent, were able to then recognize Drama/Eustress as a single and independent motivating factor.

After statements related to Identification, statements related to Drama were the most commonly self-reported factors motivating attendance for Brazilian Soccer Fans. The statement, "Because of the excitement provided by the game," (n=188) ranked 2nd out of the 24 categories of self-reported motivating factors. Responses were approximately equal for major league spectators (n=93) and minor league spectators (n=95). These results differ from findings reported by Funk et al. (2001), who found that the motivating factor Excitement, which is functionally similar to Drama, was only significant at major events in the U.S., where advertising the spectacle of the game is a priority for organizers. Respondents in Brazil reported Drama to be their second-most-important motivating factor, despite the fact that the games in question were held frequently in Brazil, with one or more games per week.

Statements Related to Entertainment and Escape

The motivating factor Entertainment Value, from the SII (Funk et al., 2001), and the motivating factor Entertainment, from the SFMS (Wann, 1995), was also related to a large number of Brazilian spectators' self-reported responses. For example, the statement, "Because the ticket price," (n=13, ranked 15th) was related to Entertainment Value. The response, "To have some fun," (n=60) ranked 6th overall in the self-reported factors. The response, "To get out of my routine/To get some entertainment" (n=30, ranked 9th overall) related to Entertainment, as well as to Escape, from the MSSC (Kim & Trail, 2010; Trail & James, 2001).

Sport consumer behavior researchers have long been aware of the importance of Escape as a factor motivating attendance (Sloan, 1989; Wann, 1995). In addition to

the MSSC (Trail & James, 2001), both the SFMS (Wann, 1995), and the SII (Funk et al., 2003b) consider Escape as a motivating factor. Though it has sometimes been disregarded as a motivating factor for soccer fans (e.g., Funk et al., 2001), Escape has been shown to be significant for a number of sports, such as women's basketball (Funk et al., 2003b). In fact, Escape was added to the SII (Funk et al., 2003b) after a four-month focus group determined that it was significant as a motivating factor for spectators attending women's basketball games. Considering that one-third of the respondents in this study, who indicated that Entertainment Value and/or Escape were the primary factors motivating their attendance, conflated the two concepts, further research should be done to verify that Entertainment Value and Escape function as different factors for Brazilian Soccer Fans.

Statements Related to Social Interaction

Another important motivating factor contained within the self-reported responses of Brazilian soccer spectators was Social Interaction, as considered by the MSSC (Trail & James, 2001). Responses such as "To Spend time with my friends and family" (n=59, ranked 7th overall) and "To be part of the crowd and the game" (n=23, ranked 11th overall) were related to Social Interaction. Trail et al. (2001) explain that the motivating factor Social Interaction represents behaviors driven by group sentiment and the need or desire to interact with a group. Previous research (Trail et al., 2001) showed that the motivating factor Social Interaction was correlated with a variety of other factors such as Need for Achievement, and Knowledge, and demonstrated that Social Interaction exerted a positive influence on Identification and fan consumption behaviors such as Television Viewing, Attendance, and Written Media Consumption.

Researchers have had some difficulty over the decision to include Social Interaction as a motivating factor. In a study examining factors motivating attendance at the 1999 FIFA Women's World Cup, Funk et al. (2001) included Social Interaction as a factor on the SII. In 2003, Funk et al. added Family Bonding as a motivating factor considered on the SII after a focus group conducted a six month examination of the literature related to women's basketball in particular. In the 2001 MSSC (Trail & James) Family was used as a motivating factor. However, by 2010 the authors (Kim & Trail) removed Family after determining that it was not a significant motivating factor for Women's Pro Basketball fans. It is possible that both Social Interaction and Family Bonding are only relevant as motivating factors for some sports, or within certain cultures or cultural segments, or that, while fans enjoy Social Interaction, they may not be accurately reporting the factors motivating their attendance. For example, spectators who do not enjoy the sport particularly, but go because members of their social circle invite them to attend, may simply report that they enjoy Social Interaction, when in fact they would rather not have attended.

A number of comments by Brazilian spectators may reflect some aspect of Social Interaction. For example the statements, "Because I like the game environment" (n=30, ranked 8th overall), and "Because it is a pleasure to watch soccer games at the stadium" (n=9, ranked 17th overall), were not explained specifically by the fans. Further research would have to be done to untangle the fans motivations for liking the game or stadium experience, to supply factors that investors might direct campaigns or improvements towards.

Additional comments such as "To motivate my children to play soccer" (n = 6, ranked 19th overall) are definitely related to Family, but perhaps not in a way that is usually considered as a motivating Factor. Similarly, the statement, "Because of the

women that attend the game" (n = 4, ranked 20th overall), is definitely related to the broad concept of Social Interaction, but with a much more specific focus. While few spectators reported date-seeking as their primary motivating factor for attending Brazilian soccer games, the concept might merit further research, since other fans may simply not have reported that factor as their primary reason for attending, even if it was truly one of their reasons for attending.

Statements Related to Aesthetics

Examining the quantitative results obtained via the MSSC, Aesthetics had the highest mean response (M=5.82) as a factor motivating attendance. However, in the self-reported qualitative comments, only the statement, "Due to the spectacle that is live soccer" (n = 7, ranked 18th overall) was found by the content analysis panel to be directly correlated with Aesthetics. Other comments such as, "Because I like Soccer" (n = 66), "Because I like to watch live soccer games" (n = 21), "Because watching soccer makes me happy" (n = 20), and "Because it is a pleasure to watch soccer games at the stadium" (n = 9), are most obviously associated with motivating factors such as Interest in Sport, Physical Skill, Excitement, and Vicarious Achievement. However, it may be that all of these comments, which are very unspecific, reflect some aspect of appreciation for Aesthetics as a factor motivating attendance.

Whether or not these other self-reported motivating factors are truly related to Aesthetics, there is still a large disparity between the quantitative results obtained from the MSSC and the qualitative self-reported factors. The explanation for this may relate to the items within the MSSC that measure appreciation for Aesthetics. The statements, which express appreciation for the artistry and beauty of the sport, may simply be positive statements that fans agree with instinctively, out of loyalty or a

desire to support the sport, but which do not actually measure a true factor motivating fan attendance.

Statements Related to Other Motivating Factors

Various statements self-reported by Brazilian soccer fans related to motivating factors considered by the MSSC (Kim & Trail, 2010; Trail & James, 2001), the SII (Funk et al., 2001, 2003b), and the SFMS (Wann, 1995), such as Wholesome Environment, Physical Skill, and Acquisition of Knowledge. However, these statements were not reported with high frequency.

Some statements reported by Brazilian spectators, such as "Because the stadium is close to my home" ($n = 2$), and "Because I love stadium food" ($n = 1$) were mentioned infrequently and do not correlate with any identified major factor motivating spectator attendance. These two comments seem to be motivating factors that may be unique to a few individuals, but which probably do not merit further investigation at this time.

Limitations and Directions for Future Research

A variety of limitations affected this study and, especially when considering this study's findings, suggest the need for further research.

First of all, this study was to a large extent exploratory. While authors in the past have written about the unique sport culture of Brazil, the works have largely been journalistic, such as Janet Lever's 1984 book, *Soccer Madness: Brazil's Passion for the World's Most Popular Sport*. No specific research has been done to investigate the unique motivating factors for sport consumption in general or for soccer spectators in particular in Brazil. For this reason, the research team utilized the MSSC (Kim & Trail, 2010; Trail & James, 2001) as a starting point to begin analysis of the factors influencing spectator attendance of soccer events in Brazil. Although this study

revealed that a large number of the factors examined did exert significant influence on the attendance of Brazilian soccer spectators, future research should begin with more extensive qualitative explorations in order to more accurately identify factors for quantitative analysis. In the current study the qualitative questions allowed soccer spectators to give unguided answers as to their primary motivating factors. These results show that soccer spectators in Brazil are driven by a set of motivating factors that does not correlate exactly with the set utilized by the MSSC. Studies conducted for each city or region, will be essential in order to more accurately identify the factors truly motivating Brazilian soccer fan attendance.

Future studies should begin by conducting qualitative surveys to identify more precisely the factors acting on Brazilian soccer fans in a specific region, since motivations can vary with differences in culture and Brazil is vast, containing many diverse cultures. One limitation of this study is that data was collected from two teams in the same city, Florianopolis, in the southern region of Brazil. Future studies should conduct research in multiple cities in order to determine if generalizations can be made across Brazil, as well as between Major League (*Serie A*) and Minor League (*Serie B*) spectators.

Another limitation of this study had to do with the period of time utilized for data analysis. All data was collected from only six games, all in the same month, November, during the final matches of the Brazilian soccer season. Further research should be conducted over longer intervals, as well as across wider regions.

A further limitation of the current study was the fact that it was derived from an instrument, the MSSC, originally conceived and designed for another language and culture. Differences in Brazilian culture may have caused respondents to have difficulty interpreting some of the survey questions. Future research should use the

results of this study to guide the new investigations, which more accurately reflect Brazilian culture and expectations.

This study was also limited in that it only queried soccer fans who attended the events. Comparisons of attending and non-attending fans might serve to further highlight the factors most critical in determining actual game attendance. Future research should more specifically explore negative motivating factors, leading fans to avoid attending games, as well as the positive factors promoting attendance.

Marketing Implications

This study highlights a number of implications for marketing soccer in Brazil. Examination of the different motivating factors shown to be important to Brazilian fans can suggest a variety of promotional strategies to club managers, stadium managers, and all other parties interested in the advancement of the Brazilian professional soccer industry. An initial strategy, of course, is to conduct future studies to clarify the factors motivating Brazilian soccer fans' attendance.

Looking at what is currently known however, we can imagine strategies to appeal to the various factors shown to motivate fan attendance at Brazilian soccer games. Some factors, such as aesthetics, player skill, and the drama of the event may be hard for managers to adjust. However, sport marketers could target people based on other motivating factors. In particular, factors such as Social Interaction, Vicarious Achievement, Acquiring Knowledge of the game, and Escape, which have all been shown to be positively related to Brazilian fans' desire to attend games, could be used to design powerful marketing strategies to promote increased attendance.

Through their open-ended responses, Brazilian soccer spectators indicated that entertainment and identification were important reasons behind their attendance. Since both of these factors require a prerequisite knowledge and appreciation for the

game, as well as attachment to specific teams or players, this suggests that simply presenting the fact of the upcoming games may be insufficient to attract new spectators or create new fans. Currently, existing Brazilian fans are very connected to the outcome of games, and the outcomes of the overall tournament system. However, marketers who wish to attract larger audiences must strive to appeal more broadly to other motivating factors which are not currently being focused on, or utilized. For example, marketers might institute or test some activities to involve the spectators by affecting motivating factors such as social interaction, entertainment, or escape. Additionally, in order to promote Team Identification as a factor motivating attendance, soccer clubs might promote activities through which the fans could work together with the team, or the players, or the club, to accomplish some outside positive goal.

While this study's results suggest some strategies for Brazilian soccer marketers, the lessons are applicable for other emerging sport leagues in Brazil, such as volleyball and basketball. Beyond soccer, future research efforts should also examine leagues in Brazil across multiple regions and within different sports.

A limitation of this study, from a marketing perspective, is that it only examined individuals who attend soccer games within team stadiums. The current study ignored fans who may follow Brazilian teams through televised matches or through media such as the internet or newspapers. Currently, with increases in the quality and accessibility of High Definition Television (HDTV) coverage of soccer, on publicly broadcasted games, many Brazilian soccer fans may find it to be both more secure, and more enjoyable to watch the game from the comfort of their home. This is a major obstacle soccer marketers must overcome if they wish to boost the long-term success and the improvement of the soccer situation in Brazil.

Conclusions

This study was the first to attempt to examine the spectator consumption behavior associated with professional soccer events in Brazil. As such, the primary objective of this study was to analyze the motivating factors influencing spectators at to attend Brazilian soccer games. This study utilized a quantitative instrument, a modified version of the MSSC (Kim & Trail, 2010; Trail & James, 2001), with one scale, Entertainment Value, adopted from the Sport Interest Inventory (SII) (Funk et al., 2001). Additionally, this study utilized qualitative open-ended questions to investigate Brazilian soccer spectators' motivating factors, in order to allow a comparison between the quantitative results and the self-reported motivating factors.

Combining the Quantitative and Qualitative Findings

Examining the quantitative data, seven of the considered motivating factors were shown to be positively related to game attendance: Aesthetics, Social Interaction, the Physical Skill of the players, Vicarious Achievement, Acquisition of Knowledge, Escape, and Drama. On the other hand, Brazilians' self-reported responses indicate that Team Identification is highly correlated with spectators' decision to attend games. According to Trail et al. (2000), a number of motivating factors are positively correlated with Identification. For example, the factors Social Interaction, Physical Skill, Vicarious Achievement, Acquisition of Knowledge, Escape, and Drama, which were all reported by spectators to positively influence their desire to attend soccer games, are all also positively correlated with aspects of identification (Trail et al., 2000). It is through this connection that the quantitative and qualitative results of this study can be brought into alignment, considering more than 600 spectators ascribed their attendance to factors related to identification. Additionally, Brazilian soccer spectators' self-reported most-significant motivating

factors were strongly correlated with Drama/Eustress/Excitement, Entertainment/Escape, and Social/Family activities.

Understanding Brazilian soccer fans strong feelings of identification with their teams and with the sport should assist marketers in improving the quality of their merchandise to better serve Brazilian spectators for influencing sports consumption behaviors. It is also hoped that, beyond serving as a preliminary study to clarify the Brazilian soccer consumer profile, this study has provided useful information about the stadium improvements desired most by spectators.

Brazilian Soccer Spectator Consumer Profiles

Analyzing the spectator profiles and their associated motivating factors, a number of very clear patterns emerged. Married spectators, representing 48% of all spectators, were more highly affected by most Motivating Factors than Single or Divorced spectators. Additionally, most motivating factors were shown to affect most strongly the spectators who attended games most frequently, which probably indicates a causal relationship, either in one direction, or the other.

Level of Education was shown to be inversely related to enjoyment of most motivating factors. However, the majority of spectators had some High School or some College education. This may imply that clubs and sport marketers should engage in educational efforts promoting Escape and Entertainment.

Also, it became apparent that many of the motivating factors considered by this study affect the oldest spectators (aged Over 50), who represent only 12% of spectators overall more strongly. At the same time, all of the motivating factors were reported to be more highly affective by female spectators, representing only 35% of spectators overall. The higher enjoyment reported by these demographic groups, tied to their relatively low attendance in terms of the overall spectator population, may

imply an opportunity for sport marketers. If it is true that these groups, Females and spectators Over 50 years of age, do enjoy most of the motivating factors more than other sport consumers, then promotions that empower them to recruit others to attend the game might turn them into powerful independent grass-roots advertisers on behalf of the clubs, stadiums, and soccer industry.

Team Affiliation

An additional aspect of importance relates to the open-ended question about Team Affiliation. When Brazilian soccer spectators were asked what teams they supported, 14% explained that they followed more than one team. No particular team would be thrilled to hear that their fans supported another team as well. To support two teams almost necessitates a lower level of attachment for a fan than can be achieved by fan that follows only one team.

Desired Stadium Improvements

Spectators responses to the open-ended query about stadium improvements correlated with a number different needs. The largest response by spectators was the request to "Lower ticket prices." This feeling may be heart-felt by spectators, but it is not directly useful for club or stadium managers. The second most requested change to stadiums, "Improve access to the stadium," came almost entirely from Major League fans who were attending games in a stadium whose access was extremely limited due to construction and road renovation. Thus, this response is almost definitely only applicable in this specific case, and largely out of the industry's control.

Once these two suggestions have been examined, the remaining suggestions all offer useful knowledge about fan desires for their stadium experience. Collectively, the comments outline the need to upgrade and improve the amenities of

Brazilian stadiums. The overwhelming desire on the part of Brazilian soccer fans is for improved and more comfortable seating conditions. Out of all respondents, there were 266 requests for covered seats, 105 requests for more seats and better amenities, 68 requests for refurbished restrooms, and 62 requests for better stadium seats.

Closing Statement

The author and research team hope that this study provides a greater understanding of the professional soccer market in Brazil. It is expected that the information gathered may prove useful for sport marketers in Brazil. Additionally, the preliminary suggestions offered here, if considered, might pave the way for increased success for Brazilian clubs, investors, and athletes. It is hoped that these findings will find some application, especially in light of the upcoming 2014 World Cup, to be hosted by Brazil. Lastly, the author hope this study will provide inspiration and direction for continued research endeavors aimed at other sports around the world, with the ultimate aim of understanding the many similarities and differences within different sport cultures and populations around planet.

APENDIX A

MOTIVATION SCALE FOR SPORT CONSUMPTION (MSSC)

Section A: Informed Consent

Dear Participant,

The purpose of this study is to analyze motivating factors influencing spectator attendance at professional soccer games in Brazil.

By participating in this survey, respondents will have the opportunity to convey information and to reflect on the factors affecting their decision to attend games in particular stadiums.

This questionnaire contains sections asking about motivations in several categories: achievement, knowledge, aesthetics, drama, escape, family, physical attraction, physical skills, social value, and entertainment value. The questionnaire also includes basic demographic questions and three open-ended questions. Completion of the questionnaire should take no more than 15 minutes. To ensure anonymity, please do not include your name on any part of the questionnaire.

Researchers may submit this study for presentation at a professional conference and/or for publication in a peer-reviewed scholarly journal. However, data will be analyzed and reported collectively and no personal information will be identified in the summary report. The researchers will maintain the data electronically in a password protected online environment. After 5 years, the unpublished data will be electronically deleted. Any information inadvertently obtained during the course of this study will remain completely confidential. Participation in this project is completely voluntary and there are no risks associated with participate in the survey. Please feel free to decline participation or to discontinue your participation at any point without concern over penalty, prejudice, or any other negative consequence.

If you have questions concerning this research, or if you wish to be informed as to the results of this study, please contact Rafael Andreis at 601-307-7251 or the Physical Education Program, Universidade do Sul de Santa Catarina (Unisul) at <educacaofisica@unisul.br>.

This project has been reviewed by the Institutional Review board which ensures that research projects involving human subjects follow federal regulations. Any questions or concerns about your rights as a research participant should be directed to the Chair of the Institutional Review Board, The University of Southern Mississippi, 118 College Drive #5147, Hattiesburg, MS 39406-0001, (601) 266-6820. Completion of the following questionnaire indicates (a) consent to participate in the research and (b) permission for the anonymous and confidential data collected to be used for the purposes described above.

Thank you for your consideration and help with this project. We appreciate your time and feedback.

Sincerely,

Rafael Andreis

Motivation Scale for Sport Consumption (MSSC)

Section 1: Demographics

1. Age: Please mark in the box indicating your age:

- a. () 18-24 b. () 25-31 c. () 32-40 d. () 40-50 e. () Over 50

2. Gender

- a. () Male b. () Female

3. How often do you come to stadium in order to see soccer games?

- a. () Once a Month
b. () Twice a month
c. () Three times a Month
d. () Once a week
e. () Twice a week

4. Level of Education

- a. () Early childhood education
b. () Elementary School incomplete - 1st to 9th years
c. () Elementary School - 1st to 9th years
d. () High School incomplete - 1st, 2nd and 3rd years
e. () High School - 1st, 2nd and 3rd years
f. () Higher Education Incomplete - Bachelors Degree
g. () Higher Education - Bachelors Degree
h. () Graduate (Specialization, Master, Doctorate and Post Doctorate)
i. () Post Graduation (specialization, Master's, Doctorate and Post Doctorate)

5. Marital Status:

- a. () Single b. () Married c. () Divorced d. () Widower e. () Other

6. Ethnicity

- a. () Caucasian European Origin
b. () African Origin
c. () Mixed Origin *
d. () Asian Origin *
e. () Native / Indigenous *

Section 2: Motivating Factors

We are interested in what motivates you to watch a AVAI or FIGUEIRENSE soccer games. The following statements are indicative of specific motives. Please rate the extend to which you DISAGREE or AGREE with each relative to watching AVAI or FIGUEIRENSE soccer games by indicating the appropriate number in the scale beside each statement.

I WATCH THE GAME BECAUSE...	Strongly Disagree		Neutral		Strongly Agree		
Vicarious Achievement							
It increases my self-esteem.	1	2	3	4	5	6	7
It enhances my sense of self-worth.	1	2	3	4	5	6	7
I feel proud when the team plays well.	1	2	3	4	5	6	7
Aesthetics	1	2	3	4	5	6	7
I enjoy the artistic value	1	2	3	4	5	6	7
The like the beauty and grace of the sport.	1	2	3	4	5	6	7
It is a form of art.	1	2	3	4	5	6	7
Drama	1	2	3	4	5	6	7
I prefer close games rather than one-sided games.	1	2	3	4	5	6	7
I like games where the outcome is uncertain.	1	2	3	4	5	6	7
I tight game between two teams is more enjoyable than a blowout	1	2	3	4	5	6	7
Escape	1	2	3	4	5	6	7
It provides me with an opportunity to escape the reality of my daily life for a while.	1	2	3	4	5	6	7
I can get away from the tension in my life.	1	2	3	4	5	6	7
It provides me with a distraction from my daily life for a while.	1	2	3	4	5	6	7
Acquisition of Knowledge	1	2	3	4	5	6	7
I can increase my knowledge about the activity.	1	2	3	4	5	6	7
I can increase my understanding of the strategy by watching the game.	1	2	3	4	5	6	7
I can learn about the technical aspects by watching the game	1	2	3	4	5	6	7
Physical Skill of the Athletes	1	2	3	4	5	6	7
The skill of the players.	1	2	3	4	5	6	7
The performance of the players.	1	2	3	4	5	6	7
The athleticism of the players.	1	2	3	4	5	6	7
Social Interaction	1	2	3	4	5	6	7
I like to socialize with others.	1	2	3	4	5	6	7
I like have the opportunity to interact with other people.	1	2	3	4	5	6	7

I WATCH THE GAME BECAUSE...	Strongly Disagree		Neutral			Strongly Agree	
I enjoy talking to other people.	1	2	3	4	5	6	7
Physical Attractiveness	1	2	3	4	5	6	7
I enjoy watching players who are physically attractive.	1	2	3	4	5	6	7
The main reason I watch soccer is because I find the players physically attractive.	1	2	3	4	5	6	7
An individual player's "sex appeal" is a big reason why I watch soccer.	1	2	3	4	5	6	7
Enjoyment of Aggression	1	2	3	4	5	6	7
I enjoy the fighting and rough play during the game.	1	2	3	4	5	6	7
I enjoy the strong macho atmosphere found at the game.	1	2	3	4	5	6	7
I enjoy the aggressive behavior of the players.	1	2	3	4	5	6	7
I enjoy the hostility and intimidation that are part of the game	1	2	3	4	5	6	7
Novelty	1	2	3	4	5	6	7
I enjoy the novelty of a new soccer team.	1	2	3	4	5	6	7
I like having the opportunity to watch a new sports team.	1	2	3	4	5	6	7
The opportunity to attend games with new teams is fun.	1	2	3	4	5	6	7
Entertainment Value – FROM SII	1	2	3	4	5	6	7
Soccer games are affordable entertainment	1	2	3	4	5	6	7
Soccer games are great entertainment for the price	1	2	3	4	5	6	7
I attend soccer games because they are an entertainment event for a reasonable price.	1	2	3	4	5	6	7

Note. Questions and permission to use the MSSC table, please contact Dr. Galen T. Trail.

Email: trailg@seattleu.edu

Section 3: Open-Ended Response Questions

What team do you root for in Brazil? / What team do you cheer for in Brazil?

If you could improve something in this stadium, what would it be?

What is your most important reason for attending a game?

The University of Southern Mississippi Mail - Authorization



Rafael Andreis <rafael.andreis@eagles.usm.edu>

Authorization

Trail, Galen <trailg@seattleu.edu>
To: Rafael Andreis <rafael.andreis@eagles.usm.edu>

Tue, Aug 2, 2011 at 3:16 PM

Rafael,

You have my permission to reproduce the MSSC in your Appendix, with this caveat: Please include a note that suggests readers contact me with any questions or to get permission to use it.

Sincerely,

Galen

Galen T. Trail, Ph.D.

Associate Professor Sport Administration & Leadership

MSAL Coordinator

Seattle University

Lynn 112

901 12th Avenue

P.O. Box 222000

Seattle, WA 98122

PH: 206.398.4605

Fax: 206.398.4618

trailg@seattleu.edu

<http://www2.seattleu.edu/artsci/msal/>

APPENDIX B

LETTER TO AVAI AND FIGUEIRENSE SOCCER CLUB

Ofício 02

Palhoca, 05 de Outubro de 2010

Prezado Sra.
Diretor(a) de Marketing
Figueirense Futebol Clube
Avai Futebol Clube

Serve o presente para convidar os clubes Avaí Futebol Clube e Figueirense

- ☐ Futebol Clube a participarem de uma pesquisa realizada junto ao Núcleo de
- ☐ Pesquisa em Gestão do Esporte - NUPEGE, vinculado ao Curso de Educação
- ☐ Física e Esporte da Universidade do Sul de Santa Catarina - UNISUL. Para
- ☐ conclusão do Mestrado, estou desenvolvendo o estudo intitulado como:
- ☐ "Motivating Factors Influencing Spectator Attendance at Professional Soccer
- ☐ Events in Brazil" (Fatores motivacionais que influenciam a presença de
- ☐ espectadores em jogos de futebol profissional no Brasil).

Devido ao ótimo cenário atual do futebol profissional em Florianópolis, a

- ☐ metodologia envolve a aplicação de um questionário (descrito a seguir) aos
 - ☐ torcedores do Avaí Futebol Clube e Figueirense Futebol Clube. O resultado do
 - ☐ estudo servirá como critério de avaliação e de direcionamentos de marketing ☐ de
- ambos os clubes. Através deste dados, os clubes poderão analisar os ☐ verdadeiros motivos que trazem os torcedores ao estádios e com isto torna-se ☐ possível criar estratégias vislumbrando o aumento da média de frequência dos ☐ torcedores no estádio em dia de jogos.

Os documentos e instrumentos (questionário) da pesquisa serão enviados e

- ☐ avaliados pelo setor "Intitutional Review Board (IRB)" da University of ☐ Souther
- Mississippi para análise do material aplicado na coleta de dados no ☐ sentido de proteger os direitos e o bem estar dos indivíduos recrutados para ☐ participar da pesquisa. O processo de avaliação do material levará em torno ☐ de 20 dias.

- Da aplicação do questionário: ☐

O questionário deverá ser aplicado aos torcedores de ambos os times ☐ (Figueirense e Avaí) em dias de jogos. Devido ao tempo de liberação da ☐ aplicação do questionário, a previsão do mesmo será no mês de Novembro onde ☐ cada um dos times jogará três jogos de seus respectivos campeonatos em ☐ Florianópolis. Os questionários poderão ser aplicados antes do início da ☐ partida ou durante o intervalo dos jogos. A aplicação dos questionários será ☐ de responsabilidade de professores do Curso de Educação Física e Esporte e ☐ membros do Núcleo em Gestão do Esporte - NUPEGE, vinculado a Universidade do ☐ Sul de Santa Catarina - UNISUL. O grupo responsável pela aplicação do ☐ instrumento será composto de 20 pessoas. A amostra (número de pessoas ☐ entrevistadas) será composta de 500 pessoas, sendo 250 torcedores do Avaí ☐ Futebol Clube e 250 torcedores do Figueirense Futebol Clube. O tempo para ☐ preenchimento do questionário será em torno de 15 minutos. O instrumento ☐ deverá ser aplicado em diferentes locais do estádio - arquibancada e ☐ cadeira.

- Datas:

☐ Devidos ao calendário do campeonato, vislumbramos três oportunidades de ☐ aplicação dos questionários:

☐ 1 - Avaí Futebol Clube:

Opção 1 - 07/11 - Avaí x Botafogo

Opção 2 - 21/11 - Avaí x Atlético-GO ☐

Opção 3 - 28/11 - Avaí x Santos

2 - Figueirense Futebol Clube

☐ Opção 1 - 06/11 - Figueirense x Duque de Caxias

☐ Opção 2 - 09/11 - Figueirense x America-RN ☐

Opção 3 - 27/11 - Figueirense x Paraná

Devido a prováveis imprevistos, gostaríamos de solicitar autorização para ☐ coleta de dados em duas datas, pois caso os pesquisadores não conseguirem

□ aplicar o número de questionário previsto (250) no primeiro dia ou outros □ fatores impossibilitarem a coleta de dados, teremos outra oportunidade para □ fazê-la.

- Retorno da pesquisa

□ Como resultado da pesquisa, a Universidade do Sul de Santa Catarina, através □ do Curso de Educação Física e Esporte e do Núcleo de Pesquisa em Gestão do □ Esporte - NUPEGE e seus pesquisadores compromete-se em, assim que concluído □ o estudo, apresentar o resultado final da pesquisa aos clubes participantes □ (Avaí e Figueirense). Ressalto que possivelmente os dados desta pesquisa □ poderão ser publicados através de artigos científicos, com o intuito de □ colaborar com a profissionalização do futebol Brasileiro. Através desta □ iniciativa, se for interesse dos clubes, o NUPEGE poderá propor novas □ pesquisas com objetivando solucionar problemas reais enfrentados pelos □ clubes no que diz respeito à Gestão do Esporte.

- Participação dos times

□ Para aplicação dos questionários, o Núcleo de Pesquisa em Gestão do Esporte □ solicita a liberação de entrada para 20 pesquisadores envolvidos nos dias em □ que as coletas forem ocorrer. A lista de nomes das pessoas envolvidas será □ enviado posteriormente a aceitação do clube na participação da pesquisa. Caso o clube tenha interesse, sugerimos como forma de incentivo de participação na pesquisa, □ o clube fornecer alguns "brindes", tais como, □ chaveiros, roupas ou até alguns ingressos que poderão ser sorteados entre os □ que participarão da pesquisa. Essa e outras formas de incentivo e muito □ utilizada em pesquisas realizadas nos Estados Unidos, o que auxilia muito na □ coleta de dados e na qualidade de dados coletados.

- Questionário □

O questionário aplicado para coleta de dados será Motivation Scale for Sport □ Consumption - MSSC, elaborado por pesquisadores Trail and James (2001), □ possui a mesma qualidade dos outros três instrumentos criados anteriormente □ (1995, 1996 e 1999), mas com propriedades psicométricas globais de forma □ precisa e confiável na motivação medida do desporto e comportamento de □ consumo do espectador. O questionário apresenta 27 afirmações, onde os

□respondentes terão que escolher entre sete opções (Número 1 - Fortemente não concordo e número 7 - fortemente concordo). As afirmações englobam 9 fatores motivacionais, tais como (a) realização, (b) conhecimento, (c) estética, (d) □drama, (e) fuga, (f) família, (g) atração física, (h) habilidade física, (i) □social. Juntamente com as perguntas do questionário, possivelmente será □introduzido mais algum tópico voltado a realidade brasileira, que ser □voltado ao fator financeiro e entretenimento.

Acreditamos que daremos um grande passo em relação a qualidade oferecida de □nossos serviços. Com os resultados de pesquisas referentes a tema, os clubes □de futebol no Brasil poderão alavancar seus negócios de uma forma tão □explorada no futebol Europeu, o mercado do consumidor (fans). Atualmente, a □fonte de renda de clubes de futebol na Inglaterra através do mercado de □consumidores, gira em torno de 60% da receita dos clubes e no Brasil em □torno de 20%. As universidades envolvidas no estudo iniciarão uma pesquisa □com dados que jamais foram coletados e analisados no Brasil, o que □possibilitará suporte para novas iniciativas. Contamos com a colaboração de □todos os envolvidos a fim de incentivarmos a profissionalização da Gestão do □Esporte no Brasil.

Coloco-me a disposição para possíveis esclarecimentos.

Prof. Rafael Andreis □E mails: Rafael.andreis@unisul.br
rafael.andreis@eagles.usm.edu □MSN: rafaandreis@hotmail.com □Skype: andreis71
□Telefone (U.S.): 601-307-7251

Profa. Vanessa Francalacci - Coordenadora da Una da Saúde - Unisul Grande
□Florianópolis □E mail: Vanessa.francalacci@unisul.br

Profa. Maria Letícia Pinto da Luz Knorr - Coordenadora do Curso de Educação
□Física e Esporte da Unisul □E mail: Letícia.luz@unisul.br

APPENDIX C

LETTER TO UNIVERSITY OF SOUTH SANTA CATARINA (UNISUL)

Ao Nucleo de Estudos em Gestao do Esporte

11 de Outubro de 2010.

Prezados Colegas,

No ano de 2008, recebemos a visita do Dr. Dan Drane, que na época ocupava o cargo de Diretor do Programa de Pós-Graduação da Escola de Performance Humana e Recreação da University of Southern Mississippi, localizada na cidade de Hattiesburg, nos Estado do Mississippi nos Estados Unidos da América. Devido a esta visita, formalizou-se uma parceria entre a Universidade do Sul de Santa Catarina - Unisul e University of Southern Mississippi vislumbrando o desenvolvimento de pesquisas básicas e aplicadas de forma Integrada. Por conta desta parceria, me afastei de minhas atividades de professor e Vice-Coordenador do Curso de Educação Física e Esporte da Unisul em Agosto de 2009 com o objetivo de iniciar e concluir o curso de pós-graduação (mestrado), em Gestão Desportiva . A previsão do término do curso sera em Maio de 2011, mas devido a compromissos profissionais o meu retorno para o Brasil esta previsto para Dezembro/2010 ou Março / 2011. Devido ao mestrado, estou escrevendo um minha "Thesis"(tese) com o seguinte Tema: "Motivating Factors Influencing Spectator Attendance at Professional Soccer Events in Brazil" (Fatores motivacionais que influenciam a presença de espectadores em jogos de futebol profissional no Brasil). □

Devido ao ótimo cenário atual do futebol profissional em Florianópolis, a metodologia da pesquisa envolve a aplicação de um questionário (descrito a seguir) aos torcedores do Avaí Futebol Clube e Figueirense Futebol Clube.

- Da aplicação do questionário:

O questionário deverá ser aplicado aos torcedores de ambos os times (Figueirense e Avaí) em dias de jogos. A previsão de Coleta dos Dados será no mês

de Novembro onde cada um dos times jogará três jogos de seus respectivos campeonatos em Florianópolis. Os questionários poderão ser aplicados antes do início da partida ou durante o intervalo dos jogos. A aplicação dos questionários será de responsabilidade de professores do Curso de Educação Física e Esporte e membros do Núcleo em Gestão do Esporte - NUPEGE, vinculado a Universidade do Sul de Santa Catarina - UNISUL. A amostra (número de pessoas entrevistadas) será composta de 500 pessoas (ou mais), sendo 250 torcedores do Avaí Futebol Clube e 250 torcedores do Figueirense Futebol Clube. O tempo para preenchimento do questionário será em torno de 15 minutos. O instrumento deverá ser aplicado em diferentes locais do estádio - arquibancada e cadeira.

- Datas:

Devidos ao calendário do campeonato, teremos duas ou três oportunidades de aplicação dos questionários:

1 - Avaí Futebol Clube:

Opção 1 - 07/11 – Domingo - 16h ou 18h30- Avaí x Botafogo Domingo

Opção 2 - 21/11 - Domingo - 16h ou 18h30 - Avaí x Atlético-GO

Opção 3 - 28/11 – Domingo - 16h ou 18h30 - Avaí x Santos

2 - Figueirense Futebol Clube

☐ Opção 1 - 06/11 – Sabado – 21h00 - Figueirense x Duque de Caxias

☐ Opção 2 - 09/11 – Terça-feira – 21h00 - Figueirense x America-RN ☐

Opção 3 - 27/11 – Sabado – 16h00 - Figueirense x Paraná

Devido a prováveis imprevistos, gostaríamos de solicitar autorização para coleta de dados em duas datas, pois caso os pesquisadores não conseguirem aplicar o número de questionário previsto (250) no primeiro dia ou outros fatores impossibilitarem a coleta de dados, teremos outra oportunidade para fazê-la.

- Questionário

O questionário aplicado para coleta de dados será Motivation Scale for Sport Consumption - MSSC, elaborado por pesquisadores Trail and James (2001), possui a mesma qualidade dos outros três instrumentos criados anteriormente (1995, 1996 e 1999), mas com propriedades psicométricas globais de forma precisa e confiável na motivação medida do desporto e comportamento de consumo do espectador. O questionário apresenta 27 afirmações, onde os respondentes terão que escolher entre sete opções (Numero 1 – Discordo totalmente e numero 7 – Concordo totalmente). As afirmações englobam 10 fatores motivacionais, tais como (a) realização pessoal, (b) interesse, (c) beleza do jogo, (d) drama, (e) distração, (f) família, (g) atração física, (h) habilidade física, (i) socialização (j) valor do entretenimento. Juntamente com as perguntas do questionário, possivelmente será introduzido mais perguntas de cunho demográfico e três perguntas descritivas no final do questionário. (O questionário modelo segue descrito abaixo e ainda faltam algumas traduções e correções gramaticais, portanto ainda será alterado)

Acreditamos que daremos um grande passo em relação a qualidade oferecida de nossos serviços. Com os resultados de pesquisas referentes a tema, os clubes de futebol no Brasil poderão alavancar seus negócios de uma forma tão explorada no futebol Europeu, o mercado do consumidor (fans). Atualmente, a fonte de renda de clubes de futebol na Inglaterra através do mercado de consumidores, gira em torno de 60% da receita dos clubes e no Brasil em torno de 20%. As universidades envolvidas no estudo iniciarão uma pesquisa com dados que jamais foram coletados e analisados no Brasil, o que possibilitará suporte para novas iniciativas. Contamos com a colaboração de todos os envolvidos a fim de incentivarmos a profissionalização da Gestão do Esporte no Brasil.

Coloco-me a disposição para possíveis esclarecimentos.

Prof. Rafael Andreis E mails: Rafael.andreis@unisul.br

rafael.andreis@eagles.usm.edu

MSN: rafaandreis@hotmail.com

Skype: andreis71

Telefone (U.S.): 601-307-7251

APPENDIX D

AVAI SOCCER CLUB PERMISSION

Avai Futebol Clube

Avenida Deputado Diomício Freitas, 1000 - Carianos CEP 88047-400 Florianópolis - SC

Letter of Consent

This letter signifies that the *Avai Futebol Clube* grants the researchers, Rafael Andreis, from the University of Southern Mississippi, and Profa. Maria Leticia, from the *Universidade do sul de Santa Catarina (Unisul)*, as well as their associates, also from *Unisul*, consent and approval to conduct research on the following topic:

**MOTIVATING FACTORS INFLUENCING SPECTATOR ATTENDANCE
AT PROFESSIONAL SOCCER EVENTS IN BRAZIL**

It is understood that research will take place during games scheduled during the month of November 2010, taking place at the *Ressacada Stadium* in the city of *Florianópolis*, in *Santa Catarina*, in Southern Brazil. These games are currently scheduled for November 7th, 21th, and 28th.

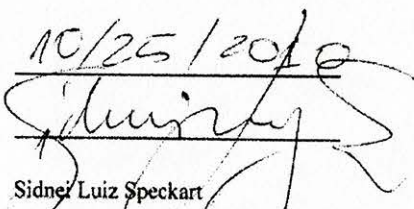
It is understood that the MSSC will:

- Be administered to around 250 spectators,
- include a cover letter explaining the purpose,
- require fifteen minutes or less to complete,
- be both anonymous and confidential,
- be voluntary, with no penalty for withdrawal or declination to participate,
- be administered to spectators who are at least 18 years of age,
- and will include contact information for the Rafael Andreis and Profa. Maria Leticia, in the eventuality that a participant has questions about the survey.

With these understandings, the *Avai Futebol Clube* undertakes to grant up to 20 researchers from the *Universidade do sul de Santa Catarina (Unisul)* free access to the November 2010 games in order that the researchers may administer paper-and-pencil questionnaires, the Motivation Scale for Sport Consumption (MSSC), to spectators attending the games.

Date:

Signed:

10/25/2010

Sidney Luiz Speckart

APPENDIX E

FIGUEIRENSE SOCCER CLUB PERMISSION LETTER

**FIGUEIRENSE FUTEBOL CLUBE***Figueirense Futebol Clube*

Rua Humaitá, 194, Estreito, Florianópolis/SC, CEP: 98070-730

Letter of Consent

This letter signifies that the *Figueirense Futebol Clube* grants the researchers, Rafael Andreis, from the University of Southern Mississippi, and Profa. Maria Leticia, from the *Universidade do sul de Santa Catarina (Unisul)*, as well as their associates, also from *Unisul*, consent and approval to conduct research on the following topic:

**MOTIVATING FACTORS INFLUENCING SPECTATOR ATTENDANCE
AT PROFESSIONAL SOCCER EVENTS IN BRAZIL**

It is understood that research will take place during games scheduled during the month of November 2010, taking place at the *Orlando Scarpelli Stadium* in the city of *Florianópolis*, in *Santa Catarina*, in Southern Brazil. These games are currently scheduled for November 6th, 9th, and 27th.

It is understood that the MSSC will:

- Be administered to around 250 spectators,
- include a cover letter explaining the purpose,
- require fifteen minutes or less to complete,
- be both anonymous and confidential,
- be voluntary, with no penalty for withdrawal or declination to participate,
- be administered to spectators who are at least 18 years of age,
- and will include contact information for the Rafael Andreis and Profa. Maria Leticia, in the eventuality that a participant has questions about the survey.

With these understandings, the *Figueirense Futebol Clube* undertakes to grant up to 20 researchers from the *Universidade do sul de Santa Catarina (Unisul)* free access to the November 2010 games in order that the researchers may administer paper-and-pencil questionnaires, the Motivation Scale for Sport Consumption (MSSC), to spectators attending the games.

Date:

Florianópolis 21 outubro 2010

Signed:

Aguinaldo Souza Neto

Diretor Administrativo

Figueirense Futebol Clube

Aguinaldo Souza Neto
Diretor Administrativo
Figueirense Futebol Clube

APPENDIX F

UNIVERSITY OF SOUTH SANTA CATARINA (UNISUL) PERMISSION
LETTER

UNIVERSIDADE DO SUL DE SANTA CATARINA

Av: Pedra Branca, 25 – Cidade Universitária Pedra Branca 88137-270 – Palhoça SC

Letter of Consent

This letter signifies that the *Universidade do Sul de Santa Catarina (Unisul)* grants the researchers, Rafael Andreis, from the University of Southern Mississippi (USM), and Profa. Maria Leticia, from the *Universidade do Sul de Santa Catarina (Unisul)*, as well as their associates, also from *Unisul* and USM, consent and approval to conduct research on the following topic:

MOTIVATING FACTORS INFLUENCING SPECTATOR ATTENDANCE
AT PROFESSIONAL SOCCER EVENTS IN BRAZIL

It is understood that research will take place during games scheduled during the month of November 2010, taking place at the *Orlando Scarpelli Stadium* and the *Ressaacada Stadium* in the city of *Florianópolis*, in *Santa Catarina*, in Southern Brazil. It is understood that the MSSC will:

- Be administered to around 500 spectators,
- include a cover letter explaining the purpose,
- require fifteen minutes or less to complete,
- be both anonymous and confidential,
- be voluntary, with no penalty for withdrawal or declination to participate,
- be administered to spectators who are at least 18 years of age,
- and will include contact information for the Rafael Andreis and Profa. Maria Leticia, in the eventuality that a participant has questions about the survey.

With these understandings, the *Universidade do Sul de Santa Catarina (Unisul)* will provide up to 20 researchers from the Sports Management Research Center within the Sport and Physical Education Program, in order to administer paper-and-pencil questionnaires, the Motivation Scale for Sport Consumption (MSSC), to spectators attending professional soccer games held within the *Orlando Scarpelli Stadium* and the *Ressaacada Stadium* in the city of *Florianópolis*, in *Santa Catarina*, in Southern Brazil during the month of November, 2010.

Date:

26.10.2010

Signed:

Maria Leticia Elias Pinto da Luz
Sport and Physic Education Program Coordenator
Universidade do Sul de Santa Catarina (Unisul)

Campus Tubarão - Sede: Av. José Alcácio Moreira, 787 - Cx. Postal 370 - 88704-900 Tubarão - SC - Fone: (48) 3621-3000
Campus Araranguá: Rodovia Governador Jorge Lacerda, 3201 - Jardim das Avenidas - 88500-000 Araranguá - SC - Fone: (48) 3521-3000
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APPENDIX G

IRB APPROVAL LETTER



THE UNIVERSITY OF SOUTHERN MISSISSIPPI

Institutional Review Board

118 College Drive #5147
 Hattiesburg, MS 39406-0001
 Tel: 601.266.6820
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**HUMAN SUBJECTS PROTECTION REVIEW COMMITTEE
 NOTICE OF COMMITTEE ACTION**

The project has been reviewed by The University of Southern Mississippi Human Subjects Protection Review Committee in accordance with Federal Drug Administration regulations (21 CFR 26, 111), Department of Health and Human Services (45 CFR Part 46), and university guidelines to ensure adherence to the following criteria:

- The risks to subjects are minimized.
- The risks to subjects are reasonable in relation to the anticipated benefits.
- The selection of subjects is equitable.
- Informed consent is adequate and appropriately documented.
- Where appropriate, the research plan makes adequate provisions for monitoring the data collected to ensure the safety of the subjects.
- Where appropriate, there are adequate provisions to protect the privacy of subjects and to maintain the confidentiality of all data.
- Appropriate additional safeguards have been included to protect vulnerable subjects.
- Any unanticipated, serious, or continuing problems encountered regarding risks to subjects must be reported immediately, but not later than 10 days following the event. This should be reported to the IRB Office via the "Adverse Effect Report Form".
- If approved, the maximum period of approval is limited to twelve months.
 Projects that exceed this period must submit an application for renewal or continuation.

PROTOCOL NUMBER: 10102508

PROJECT TITLE: **Motivating Factors Influencing Spectators' Attendance
 at Professional Soccer Events in Brazil**

PROPOSED PROJECT DATES: 08/01/2010 to 05/01/2011

PROJECT TYPE: **Dissertation**

PRINCIPAL INVESTIGATORS: **Rafael Andreis**

COLLEGE/DIVISION: **College of Health**

DEPARTMENT: **Human Performance & Recreation**

FUNDING AGENCY: **N/A**

HSPRC COMMITTEE ACTION: **Expedited Review Approval**

PERIOD OF APPROVAL: **11/04/2010 to 11/03/2011**

Lawrence A. Hosman
 Lawrence A. Hosman, Ph.D.
 HSPRC Chair

11-9-2010
 Date

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